

AUGUST, 1957

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DEALER'S OHI SHOW IS BIG HIT IN TENN. — page 33

THIS WAREHOUSE DESIGNED FOR 'END-LOADING' — page 35





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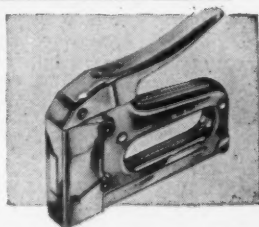


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August, 1957

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'BETTER WAY'

Shared by Dealers

'Special Buys' Draw Contractors

A sure way to draw contractors and mechanics in a lumber yard to take advantage of a "special buy" or "clearance sale," Bill Shepard has found, is to display the item at a central spot in the yard or warehouse — and notify the trade by mail about it.



These windows moved fast from the Shepard Lumber Company in Sarasota, Fla., after the 100 contractor-customers were notified of their special price by postal cards.

"We not only dispose of obsolete or special-buy stocks in this way," Shepard said, "but every time a builder or carpenter comes in to see the 'special,' he usually orders or buys other materials and supplies, which boosts our profit volume."

Cradle Helps Bundle Lumber



Holding this bundle of random-length lumber is a portable wood cradle, hinged in the center. The Lewis Lumber Company in Bradenton, Fla., finds it "an excellent solution to the difficult problem of bundling random lengths of lumber," according to Manager Walter C. Reinhardt.

The lumber is piled with the far end flush against

the cradle bulkhead at right. This leaves the other ends uneven at open end of cradle, due to random lengths.

Steel strapping binds the bundles securely for delivery.

The Lewis firm uses two of these cradles. This permits one to be loaded while the other is moved by fork-lift truck for another order assembly.

Lewis uses fork-lifts for practically all handling of lumber, asphalt roofing, and other bulky products.

Display Doubles Ventilator Sales

By taking his stock of aluminum ventilators out of boxes in the warehouse and displaying them above the carpentry tools in his store, Manager Vince Hanlon of the E. B. O'Brien Lumber Company in Camdenton, Mo., doubled the sale of this profitable item.



Headed "As Advertised," tags showing sizes and prices were posted above the different types and sizes of ventilators.

The display reminds home-owners and builders alike to buy the ventilators needed for new homes or summer cabins. Increased demand has prompted Hanlon to keep the largest stock of this item in a 50-mile area.

What's Your "Better Way"?

Share your "Better Way" of displaying, selling, or handling building materials with S-B-S readers via this department.

Describe it in a letter and include a picture or drawing, if available and helpful in presenting your "Better Way." If accepted for publication, S-B-S will reward you with \$7.00!

Send your "Better Way" to: Editor, Southern Building Supplies, 806 Peachtree Street, N. E., Atlanta 8, Ga.

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RANDOM LENGTHS

Comment on Industry News and Trends

GREATER AUTOMATION in the handling of lumber from the sawmill to the retail lumber yard is the objective of a program being launched by some 300 lumber manufacturers, retailers, and other distributors. The effort is sponsored jointly by the National Lumber Manufacturers Assn. and the National Retail Lumber Dealers Assn.

The purpose of the program is to seek to develop practical methods of packaging lumber at the mill so it can be loaded and unloaded from railroad freight cars by completely mechanical means. The shipment of lumber in steel-strapped or wire-bound packages "could cut the handling costs of both retailers and manufacturers and, at the same time, reduce the damage sustained by lumber and wood products during shipment," explained NLMA's Mortimer Doyle.

Test shipments of "unitized" lumber will be continued for eight or more months, with special NLMA and NRLDA committees reviewing the results.

Meanwhile, NLMA, NRLDA, the National Oak Flooring Manufacturers Assn., and other parties have urged the railroads to make more cars available with doors wide enough to accommodate the packaged lumber. The doors should be at least 12 feet and preferably 16 feet wide.

ARE YOU INTERESTED in "hydronics"? This new word has been added to the vocabulary of the heating industry by the Institute of Boiler and Radiator Manufacturers. An exhaustive study by the institute's terminology committee created the word to designate the science of heating and cooling with water. The committee reported that "the word 'hydronics' clearly identifies the multitude of uses of controlled water for heating and cooling."

HOW DO YOU DETERMINE the right price and terms for a home? The Federal Housing Administration and other groups are giving serious thought to this question in the curtailed home-building market. Charlotte's George S. Goodyear, president of the National Assn. of Home Builders, detailed four fundamental factors in home price and term determination in a recent talk before a merchandising short course for 85 builders at the National Housing Center in Washington.

Goodyear spelled out the four fundamentals in terms of the relationship between (1) the price of the lot and the total value of the property; (2) the price of the house and the prevailing standards of the neighborhood; (3) the price of the house and the paying ability of the potential homebuyer;

and (4) monthly rental charges and monthly housing expenses.

"THE SELLING PROCESS is the ultimate purpose of an organization, and if it fails, the company fails," begins a pertinent message on a "stimulation card" being distributed by the Bradley Lumber Co. of Arkansas. And it continues: "The vital importance is obvious. It is the only reason why a business exists. We sell to a public. The public is a peculiar thing. It is *busy, indifferent, exacting*. We know less about it than we should, but we do know that **"IT IS A FALLACY —**

"That the public will automatically seek the best.

"That the public knows the difference between price and value.

"That the public knows what it wants.

"That the public will automatically reward enterprise and service.

"That the public will demand over any great length of time what it is not reminded of."

CONTINUANCE OF THE OHI PROGRAM under the auspices of the new Operation Home Improvement Council will be of great help in encouraging home-owners to improve their residences. This will mean more potential business for those dealers who promote and offer packaged home improvements or materials and planning help. Of course, a ready plan of monthly financing of purchases is necessary.

Some timely thoughts are offered by John H. Beach, who introduced monthly OHI promotional kits to dealers in the Southeast for the *Saturday Evening Post*. Observes Beach:

"You, Mr. Lumber Dealer, can realize additional sales every day with little or no increase in inventory or sales cost. Simply look over the various promotions offered by manufacturers and service groups in the industry, and then decide on their merits in your store. Then, most importantly, work at making that decision really profitable. Don't stop with the promotion idea. See that someone is in charge to follow through on all related selling, hold sales meetings, and make your salesmen aware of the event.

"A chain operation, not ordinarily considered your competitor, has capitalized heavily on the OHI promotion — and they have been spectacularly successful in merchandising home improvement needs. But they did not have anything to promote that was not available to everyone of you dealers through your trade magazines, state associations, and manufacturers."

an important announcement:

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Now **BETTER THAN EVER** with



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you'll hardly believe your fingertips as you
feel it!

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*Trademarks "Super Satin Surface" and "Triple S" or "SSS" — Use licensed on products having a Super-sealed or Super Microsealed surface that satisfies the quality standards of the trademark owner.

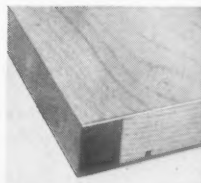
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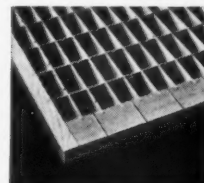
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Air vents in Rezo Doors help equalize moisture content inside.



Rezo's all wood grid core assures rigidity, strength, light weight.

SUPPLY and DEMAND

Home Improvement Volume Is Up 11%

Additions and alterations to private non-farm residential buildings were 11% greater for the first five months of '57 than in '56, according to the U. S. Departments of Commerce and Labor. This covers new home improvements only and not maintenance and repair expenditures.

This accelerated pace of OHI activity should carry 1957 additions and alterations to a new all-time high.

The Federal agencies recently revised substantially upward the data on such construction activity since 1945. This results in private non-farm residential alterations and additions in 1956 estimated at \$3,695,000,000. Previous records: 1955, \$3,376,000,000; 1954, \$3,013,000,000; 1950, \$2,400,000,000; 1945, \$516,000,000.

Last year, the Federal Housing Administration insured property improvement loans totaling nearly \$700,000,000. The average loan was \$683.

About 90% of the loans were for improving single-family homes. Of the loans, 19% were for home additions and alterations.

About 80% of the loans were made by national and state banks. Savings and loan associations handled 8.5% of the loans.

Due to low losses on FHA-insured improvement loans, the Federal agency recently reduced premium charges paid by lending institutions for insurance against loss on Title I home modernization and repair loans 15%. This makes the premium rate 0.55% a year instead of the former 0.65%.

97,000 Housing Starts Estimated for June

Including 5,000 public units, 97,000 non-farm housing starts in June were estimated for the nation by the U. S. Bureau of Labor Statistics. Starts were down seasonally from 102,000 units in May.

Private units started in June represented a seasonally-adjusted annual rate of 970,000 — about the same as in May.

A total of 506,800 housing units were placed under construction during the first six months. This was 13% below the comparable figure last year, and the lowest total for the six months since 1949.

The decline was entirely in private housing. The drop for the six months was greater in metropolitan than in non-metropolitan areas, reflecting the continued cutback in housing begun under the FHA and VA programs.

Hardwood Flooring Rules Are Revised

Revision of the grading rules for beech, birch, and hard maple flooring were adopted at the recent meeting of the National Oak Flooring Manufacturers Assn. in Memphis, Tenn.

The changes call for increasing the allowable proportion of 2 and 3-foot bundles from the former 25% to 30% in first-grade flooring and from 40% to 45% in second grade. They also provide for raising the allowed percentage of 1½ to 3-foot bundles in third-grade flooring from 60% to 65%.

The revisions conform with recent changes made by the Maple Flooring Manufacturers Assn.

Wholesale and Retail Trade Trail 1956

Sales by lumber and construction material distributors during May were 16% below those for a year before. Sales for five months to date also were off 16%. At the same time, wholesale activity in durable goods was down 4% for May, and down 1% for five months.

Retail sales by lumber and building material dealers in May were 4% less than a year before, but 17% above April. For the five months to date such retail sales were off 10%. At the same time all retail sales in the nation were 6% greater for the five months than in '56. All retail sales were 7% higher in May than for May '56.

The wholesale price index for lumber and wood products in June stood at 119.7 — the same as for May, but down 6.0% from June '56. The wholesale price index for all commodities other than farm and foods was 125.2 — up 3.0% from a year before.

Up Go Cement Prices

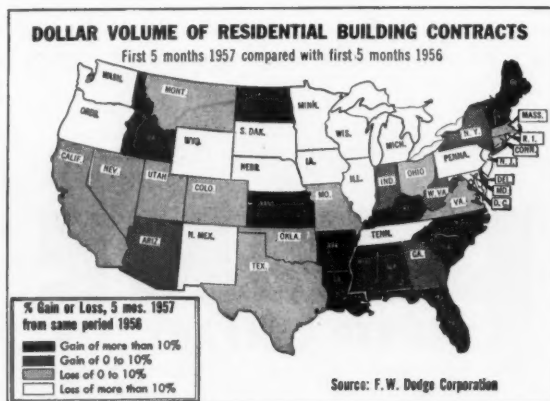
The recent prolonged strike in about half of the cement mills across the nation won wage boosts of about 16 cents for the United Cement, Lime and Gypsum Workers International union that will push prices up another notch this year. Meanwhile, dealers in many busy construction areas await direly-needed shipments.

STATE TRENDS IN HOME CONTRACTS

THE MAP at right shows state trends in dollar volume of contracts for residential building in the first five months of 1957, compared with the first five months of 1956. It is based on contract figures gathered by the F. W. Dodge Corp.

Sharp gains in many Southern states are primarily due to some large Capehart military housing projects. This was also true for Kansas, but not for South Carolina. Leading states in total contracts are California, New York, Illinois, Texas, Ohio, and Florida.

Residential contracts for the whole nation were down 5% for the five-month period, but the number of dwelling units were down 10% due to rising costs, larger and more completely equipped houses.





9

TOP NEWS

For Dealers, Wholesalers and Manufacturers

NRLDA Favors Immediate Drop in FHA Mortgage Down-payments

THE HOUSING ACT of 1957 was approved on July 12 by President Eisenhower, but in a public statement he criticized Congress for (1) discount controls on FHA and VA loans; (2) requiring the Federal National Mortgage Assn. to pay prices above those prevailing in the private market for special assistance mortgages; (3) for failure to increase the interest rate to 5% on VA-guaranteed mortgages; (4) failure to enact an adequate interest-rate formula for college housing loans, and (5) for granting increased budgetary authority in excess of the amounts the president requested. The act provides for \$1,990,000,000 in new obligational authority — more than double the amounts requested.

The result of considerable compromise by the Senate and House of Representatives, the new housing act provides for substantial reductions in down-payments on FHA-insured loans. However, FHA must first determine that the new down-payments are in the public interest before making them effective. The agency must weigh their effect "on the national economy and on conditions in the building industry," along with the availability of mortgage credit under the GI program.

The act gives the FHA authority to cut minimum down-payments on homes bought with FHA-insured mortgages to as low as 3% on the first \$10,000 of appraised value, 15% on the value between \$10,000 and \$16,000, and 30% of the value from \$16,000 to \$20,000. Present minimum requirements are 5% on the first \$9,000 and 25% on the value up to \$20,000 above that amount. Maximum mortgage of \$20,000 and 30-year term are continued.

Failure to put the new lower mortgage terms into effect immediately drew strong appeals from the National Assn. of Home Builders and the National Retail Lumber Dealers Assn. in their favor.

NRLDA President Paul Ely on July 16 telegraphed President Eisenhower and his economic advisers as follows:

"We are in wholehearted agreement with your statement of July 12 approving the Housing Act of 1957.

However, the statement in today's *New York Herald-Tribune* to the effect that the administration does not intend to immediately put into effect the lower down-payments provided for in the Housing Act of 1957 is of great concern to the thousands of lumber and building material dealers of the country.

"Although the new FHA terms would not necessarily assure additional funds for home mortgages, we believe they would serve to channel a larger portion of presently available funds into lower-cost housing to meet the needs of the low-income families. The new terms would also offer many veterans who are presently foreclosed by the unrealistic $4\frac{1}{2}\%$ VA interest rate an opportunity to obtain homes on liberal terms, and would, to a certain extent, minimize the anticipated adverse impact of the discount controls ordered by Congress."

Among the provisions of the new housing act are these:

FHA and VA are directed to fix "reasonable limits" on charges, fees, and discounts. These limits "may vary in accordance with the terms of the mortgage involved, the geographical area in which the housing is located, and such other pertinent factors" as VA and FHA may deem advisable.

Maximum limit on FHA Sec. 203 (i) low-cost housing for outlying areas is raised from \$6,650 to \$8,000. The down-payment is reduced to 3% from 5%.

An extra \$1,000 in mortgage amount per room is authorized for FHA Sec. 207 rental housing projects in high-cost areas, regardless of the number of rooms per unit in the project.

FHA Title VIII program for military-family housing was extended for one year. A maximum average of \$16,500 is applied to each project rather than to each mortgage.

The borrowing authority of the Federal National Mortgage Assn., in the secondary market, was increased by \$650 million by authorizing Treasury purchase of an additional \$65 million in FNMA preferred stock.

Down-payments for 1-4 family

units under FHA Sec. 220 urban renewal housing program were changed to conform with the new Sec. 203 down-payments.

Federal capital grants for slum clearance and urban renewal were increased \$350 million for one year. Business re-location payments were raised from \$2,000 to \$2,500. The limit per state was increased from 10% to 12.5%.

The Voluntary Home Mortgage Credit Program was extended two years.

College housing loan funds were increased \$175 million and the program was expanded.

A farm housing research program that will cost \$600,000 in two years was approved.

Room-cost limits for public housing were raised from \$1,750 to \$2,000 — and to \$2,500 for the units of elderly persons. Income exemptions were increased for admission and continued occupancy of public housing units.

Sears Official Heads New OHI Council

Fred C. Hecht, general merchandise and retail sales manager of Sears, Roebuck & Co., last month was named chairman of the Operation Home Improvement Council. This new group will continue and expand the OHI program, which originally was set for demise on June 30.

Don Moore, managing director of OHI, holds the same position in the new OHIC organization.

The new group has set \$500,000 as a 1958 operating budget, with a home improvement contest planned as the major promotional effort. It would run from April through September, offering \$250,000 in prizes.

The immediate objectives of the Operation Home Improvement Council include:

Establishment of a 100-man board of directors, divided evenly between industry and local level people.

Creation of several hundred local chapters of OHIC, particularly in those cities that waged successful OHI campaigns.

Setting up three advisory committees, composed of consumer media, trade publishers, and major advertisers in the field. The first two committees are to be used for

FIR PLYWOOD PROFIT POINTERS



TIPS ON SELLING

OVERLAID FIR PLYWOOD

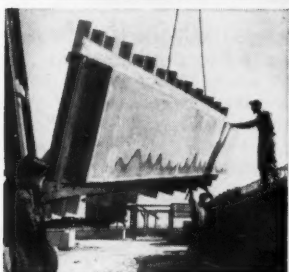


Medium-Density OVERLAID Fir Plywood

Sell it for siding, soffits, gable ends . . . for cabinets, built-ins, paneling, wainscoting . . . for signs, boat-building . . . for any use requiring a fine paint surface. Medium-density OVERLAID fir plywood has surfaces ideal for painting—smooth, opaque, resin-fiber surfaces, permanently bonded to panels of Exterior-type (EXT-DFPA®).

High-Density OVERLAID Fir Plywood

Sell it for lockers, bins, containers, table tops . . . for signs, tanks, fixtures . . . for multiple re-use concrete forms. Surfaces are hard, tough, dense, extra smooth and wear-resistant. Readily paintable, but usually left unfinished; the surface is translucent, allowing grain pattern to show through. Highly resistant to moisture penetration.



Find extra volume, easily; stock and sell OVERLAID fir plywood (EXT-DFPA®). Sell it to contractors . . . to industrial users . . . sign shops . . . boat builders . . . the do-it-yourself trade. How's your inventory?

SALES HELPS FOR YOU!

For details on sales aids featuring OVERLAID fir plywood, write Douglas Fir Plywood Association, Tacoma 2, Wash. (USA only).



INSIST ON DFPA GRADE-TRADEMARKS

You protect your reputation (and repeat sales) when you sell fir plywood carrying the DFPA trademark—your assurance of quality-tested panels.

promotional purposes and the third committee for the coordination of industry advertising with that of OHIC.

The new organization plans to receive its support from membership fees by all groups interested in home improvement, at national and local levels. In addition, major factors in the home building industry will be asked to make major contributions to OHIC.

Tenn. Dealer Costs Rise; Profits Same

On net sales averaging \$450,776 during 1956, 69 Tennessee building material dealers realized a net operating profit of 4.3% before income taxes, the annual Cost of Doing Business survey sponsored by the Tennessee Building Material Assn. revealed. This was the same profit ratio realized by 81 dealers who participated in the 1955 survey.

The survey is conducted annually for the association by the Bureau of Business Research of the University of Tennessee. The 1956 survey results showed that management salaries inched up to 4.1% of net sales, compared with 3.7% in 1955.

Gross profit of reporting dealers increased from 22.1% to 24.2% from 1955 to 1956, as mark-up rose from 32.7% to 36.7%. Operating expense moved from 14.1% to 15.8% of net sales.

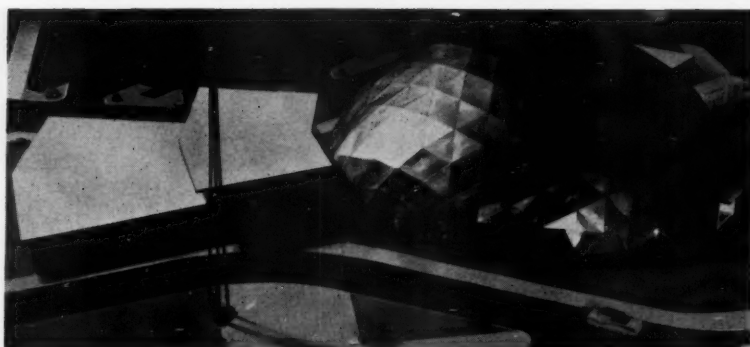
In percentage of net sales, yard and warehouse expenses of the Tennessee dealers rose from 2.6% to 3.2%; delivery expenses, 3.3% to 3.6%; selling expenses, 3.5% to 3.8%; and administrative and office expenses, including management salaries and bonuses, from 8.4% to 9.3%.

A comparison of 60 dealers who furnished information for both the 1955 and '56 surveys showed that net sales decreased 3.6%; accounts-receivable increased 2.4%, and inventory rose 0.7%.

American Hardware Buys Kwikset Lock Company

Kwikset Locks, Inc., Anaheim, California, has been acquired by the American Hardware Corp. of New Britain, Conn. Kwikset stockholders accepted a stock exchange offer made by American Hardware.

According to Evan J. Parker, who was elected president also of Kwikset, this firm will be operated as a corporate subsidiary of the American Hardware Corp. Found-



ALUMINUM DOME AUDITORIUM GOING UP IN VA.

THE FIRST stressed-skin aluminum dome auditorium for the United States is being erected as part of a new civic center at Virginia Beach in Virginia.

An exact replica of the dome shell designed by Kaiser Aluminum engineers and built at the Hawaiian Village Hotel in Honolulu, the auditorium will be 145 feet in diameter and 49½ feet high, and will accommodate 2,000 people.

The dome's unusual design elimi-

nates all interior supports, providing clear sight lines in all directions. It weighs less than 20 tons, but can withstand loads of more than 100 pounds per square foot, and hurricane winds.

The dome consists of 575 diamond-shaped aluminum panels joined by special castings and lock-bolts. Spaced around the outer edges of the floor are 25 concrete piers to which the aluminum dome is securely anchored.

ed in 1946, Kwikset is a leading producer of low-cost residential locksets in Anaheim, Calif.

American Hardware is a 110-year-old manufacturer of Corbin and Russwin locks and builders hardware. Acquisition of Kwikset brings American Hardware into the low-cost residential lockset market. The company's primary distribution heretofore has been in office buildings, hotels, schools, commercial construction, and higher-priced residential hardware.

The American Hardware Corporation now has six divisions with plants in New Britain, Conn.; Clarksdale, Miss.; Hornell, N. Y.; and Anaheim, Calif.

Upturns in Housing Starts, Credit Seen

Plans to help alleviate the tight mortgage credit situation and to simplify minimum property standards were outlined by a Federal Housing Administration official at the recent semi-annual meeting of the National Oak Flooring Manufacturers Assn. in Memphis, Tenn.

Neil A. Connor, Washington, D. C., director of FHA architectural standards, said the agency was studying the possibility of tapping more private money as a source of credit for new housing. One

proposal under consideration, he added, would involve the sale of interest bearing government-backed bonds to private investors. Funds thus secured would be placed in a "pool" to finance construction and purchase of new homes.

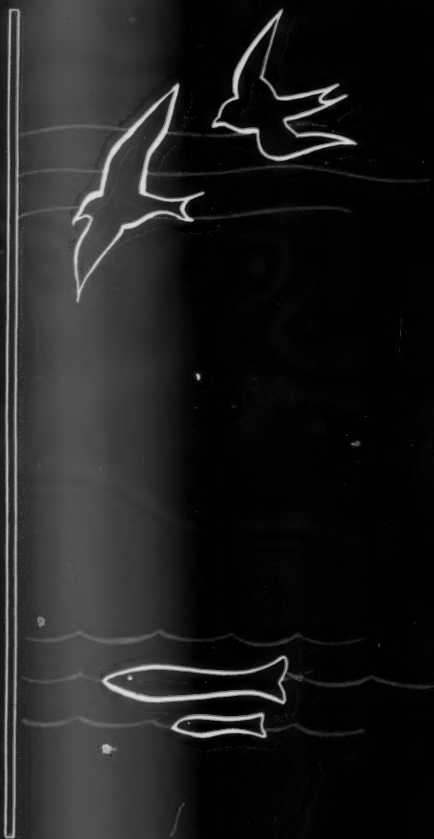
Simplification of FHA minimum property standards, Connor pointed out, is going forward with a view toward reducing the present 23 different MPS books to a single volume which would apply to all sections of the nation. Connor called on the association and lumber industry to study carefully the draft of the new standards and make suggestions for improving them.

NOFMA members also heard C. C. Merrifield, president of the Econometric Institute, New York City, predict that 1958 home construction probably would top this year's volume by 5 to 10 per cent.

Merrifield predicted his forecast regarding 1958 housing volume on the assumption that some easing of tight money conditions would develop in the year ahead.

Predicting that 1957 housing would reach approximately 930,000 units, he asserted that this was considerably below the nation's real requirements. He declared that between 1,100,000 and 1,200,000 new housing units should be constructed annually to meet the demand created by new family formations, obsolescence of homes, and other factors.

Repels Corrosion



MONARCH METALANE WEATHERSTRIP

The prevention of metal corrosion—oxidation by union with oxygen—was always a serious problem in the manufacture of metal weatherstrip until Monarch developed and perfected MetaLane® more than 20 years ago. This advancement—probably the most important in the industry—resulted in the production of weatherstrip that effectively resisted corrosive and atmospheric attack... and at the same time created extra advantages impossible to obtain in other weatherstrip metals.

MetaLane is basically an aluminum alloy produced to Monarch's critical specifications for strength, resiliency, formability and hardness. After delivery to Monarch, it is inspected, cleaned and etched to attain its distinctive silvery color. Using a sulphuric acid® electrolyte, it is given an anodic oxide coating in a continuous-strip anodizing process, and finally, permanently sealed with a special lubricant. Although similar to an Alumilite finish, Monarch adds several other steps in the processing to increase even more MetaLane's

durability, serviceability and appearance.

In addition to extreme resistance to corrosion® and atmospheric attack, MetaLane's hard®, smooth and glass-like® silvery surface shows virtually no wear, won't stain or discolor, won't collect dust and dirt, and retains its protective characteristics for the life of the windows and doors on which it is installed.

Specify Monarch MetaLane Weatherstrip on any window and door units you buy or sell for the utmost in permanence, efficiency and value.

① "... the advantages of oxide coatings made in sulphuric acid electrolytes of certain concentrations... offered substantial improvement over other coatings."—*"Anodic Coating Of Aluminum"* by J. D. Edwards, Aluminum Company of America.

② "Coatings made in some... sulphuric acid electrolytes are brightest... are transparent and glass-like in appearance."—*Ibid*

③ "Smooth, hard coatings minimize surface corrosion."—*Ibid*

④ "... experience indicates that anodic oxide coatings will provide very effective protection against weathering and corrosive attack even for relatively long periods of exposure."—*"Anodic Coatings On Aluminum"* by F. Keller and J. Edwards, Aluminum Research Laboratories. Iron Age, Nov., 1946

MONARCH METAL WEATHERSTRIP CORP. • 6343 ETZEL AVE. • ST. LOUIS 14, MO.

**Stock
up NOW!**

Republic BLUE

The plus advantages of BLUE RIDGE channel-steel roofing make it the Number One buy at standard prices. Sketch on facing page shows why.

Made in 29, 28, 26 and 24 gages of galvanized steel, BLUE RIDGE is far superior to other roofing materials — and at lower cost. What's more, it can be applied over purlins spaced up to 30 inches apart. BLUE RIDGE is fireproof and lightning-proof when properly grounded. It is also vermin- and rot-proof . . . makes excellent siding.

Perfect design features make Republic BLUE RIDGE leakproof at both side and end laps. Certified full weight ASTM A-361 galvanizing insures long life.



Write for free advertising
and merchandising kit
that will help you sell!



CONTACT YOUR LOCAL DISTRIBUTOR NOW!

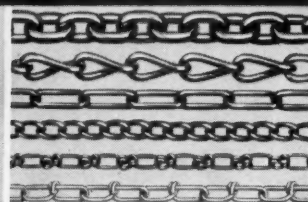
NOW — ALL THESE FARM



A complete range
of wire nails.



Flexible plastic pipe for wells,
stock and poultry watering,
and irrigation.



Full line of welded
or weldless chain.

REPUBLIC



Manufactured in the South for

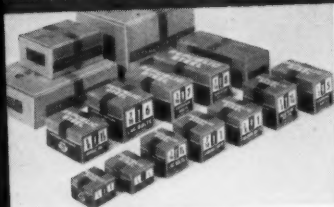
Southern Steel Plant—Gadsden, Alabama

RIDGE Steel Roofing

**The only Channel Type
Roofing that can take 5 nails
across for extra holding
power in severe winds!**



PRODUCTS FROM ONE SOURCE... REPUBLIC STEEL



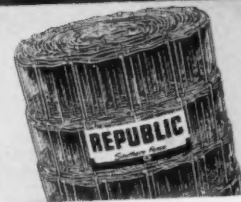
All types and sizes of high-quality nuts and bolts.



Galvanized barbed wire in five popular sizes.



Precision-wound automatic baler wire to fit all popular balers.



Woven wire fence in all widely used styles and sizes.

STEEL

Southern Farms

General Offices—Cleveland, Ohio

REPUBLIC STEEL CORPORATION
Dept. C-4404
3226 East 45th Street • CLEVELAND, OHIO

Please send me Dealer Promotion Kit, including information on other Republic Farm Products.

Name _____

Address _____

City _____ State _____

MOVING UP in the industry

Plastergon Wall Board Co. . . .

FRED W. WEIR JR. has been promoted from vice-president to president of this Buffalo, N. Y., manufacturer of insulating wallboards. He replaces his grandfather, CHARLES E. SAVILLE, who was elected chairman of the board. Saville remains as president of the Kuntz-Johnson Company of Dayton, Ohio.

Robertshaw-Fulton Controls Co. . . .

THOMAS T. ARDEN has been elected president of this manufacturer of thermostats and other automatic controls of temperatures and pressures. Arden has been executive vice-president of the firm since 1947. He succeeds JOHN A. ROBERTSHAW, who was elected chairman of the board.

Red Devil Tools . . .

BILL NEILSON has been named Dallas sales representative for this manufacturer of tools, paint, and floor conditioning equipment. His territory includes Texas, Oklahoma, and Arkansas.

American Forest Products Industries . . .

JOHN L. FERGUSON has been appointed district manager at New Orleans. In his new position, Ferguson will conduct forestry and industry forest conservation programs for AFPI in Louisiana, Texas, and Mississippi. For the past three years he has been director of publicity at the University of Tulsa.

Federal Housing Administration . . .

RAGNOR O. JOHNSON has been ap-

pointed zone operations commissioner for Zone II, which covers New Jersey, Pennsylvania, Delaware, Maryland, Virginia, West Virginia, and the District of Columbia. A former resident of Oregon, he served as that state's real-estate commissioner from 1954 to 1956.

Certain-teed Products Corp. . . .

STANLEY DAVIS JR. has been appointed production manager for this Ardmore, Pa., manufacturer of building materials. Davis formerly held executive positions with the Artic Roofing Co. and the Barber Asphalt Co.

Stanley Building Specialties Co. . . .

WILLIAM H. BOHLE has been appointed Midwest district sales manager for this subsidiary of the Stanley Works, North Miami, Fla. Bohle formerly was sales manager for E. B. Young, Inc., Chicago. His Stanley headquarters are in Cincinnati, Ohio.

Facing Tile Institute . . .

ROBERT C. TURNER has been appointed director of this national association of structural clay facing tile manufacturers. Turner, who has been the institute's Eastern representative for two years, will continue to maintain his office at 1947 Grand Central Terminal, New York City.

Clark Equipment Co. . . .

WILLIAM C. PORTMAN and R. W. Self have been named district sales managers for the Industrial Truck Division of this Battle Creek, Mich., firm. Portman is manager of an east-central district covering Ohio, Pennsylvania, West Virginia, and Virginia. Self is managing a Midwest district covering Minneapolis, Minn., Davenport and Des Moines, Iowa, Omaha, Neb., Kansas City and St. Louis, Mo.

Yale & Towne Manufacturing Co. . . .

JAMES RAINEY has been named district sales manager for the South Central U. S. Rainey has had six years of experience in industrial lift truck sales and service and in heavy equipment maintenance and accounting. His headquarters are Chicago.



RICHARD J. O'HEIR, right, has been promoted from technical director to secretary-treasurer of the Perlite Institute, New York, N. Y., international association of miners and processors of perlite. David W. Gesler, left, has joined the institute as its advertising and promotion director. Gesler has had extensive experience with a Cleveland advertising agency and as an independent sales promotion consultant.

Makes Garage Doors

The Crawford Door Co., in Detroit, Mich., the nation's largest manufacturer of doors and hardware for home and industrial garages, has consolidated its finished door production with Wood Parts, Inc., Detroit, maker of wood components for these doors.

Under the arrangement, Crawford will take over the output of the wood company's plants at Cadillac, Mich., Terrel, Tex., and Williamsport, Pa. Final assembly of the jointly-produced doors also will be made in Crawford plants at Detroit, and Memphis, Tenn.

Barksdale Quits Old Virginia Firm

A \$20,000 block of preferred stock, which was given in lieu of a note when the firm was in poor financial condition, has resulted in the Graves family re-assuming control of the 64-year-old Charlottesville Lumber Co. in that Virginia city.

W. Albie Barksdale Sr., who had been with the big lumber yard for 48 years and had served as its president since 1951, resigned. So did his son, W. A. Barksdale Jr., vice-president in charge of millwork; Russell Wells, sales manager; James A. Dettor, purchasing agent, and Cole Digges, auditor.

John S. Graves, son of the founder to whom the stock had been issued, has resumed the presidency of the Charlottesville Lumber Co., and continues as treasurer. He had been president from 1938 to 1951. His son-in-law, Richard L. Nunley, a local attorney and former vice-president, is now executive vice-president and secretary of the firm.

C. B. Flewellyn continues as vice-president of the firm, which he has served for more than 40 years.

The senior Barksdale has been active in the state and national dealer associations and the Hoo-Hoo fraternity. He served as president of the Virginia Building Material Assn. and as treasurer of the National Retail Lumber Dealers Assn.

Southern Homes More Crowded Than Others

Homes in the 16-state Southern region of Alabama, Florida, Georgia, Mississippi, Tennessee, the Carolinas, the Virginias, Maryland, Delaware, Kentucky, Arkansas, Louisiana, Oklahoma, Texas, and the District of Columbia are in a much more crowded condition than they are in any other section of the country, the Atlanta office of the U. S. Department of Commerce reported.

There is an average of 3.49 persons in each household in the area, compared with 3.34 in the North Central States, 3.29 in the Northeast, and 3.06 in the West.

The "crowded" condition of Southern homes was attributed to the relatively large numbers of non-whites living together in the South's households. The average is 3.90 non-whites to each home.

The figures were compiled from a survey taken last year on household and family characteristics by regions and for the country as a whole. It also showed that there are far more adults in Southern homes than there are children.



A.W.M.A. Quality Specifications — Materials, Construction, Strength of sashes and Air infiltration requirements — confirmed by Pittsburgh Testing Laboratory
MEMBER—ALUMINUM WINDOW MANUFACTURERS ASSOCIATION



A.W.M.A. Quality Specifications — Materials, Construction, Strength of sashes and Air infiltration requirements — confirmed by Pittsburgh Testing Laboratory
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A.W.M.A. Quality Specifications — Materials, Construction, Strength of sashes and Air infiltration requirements — confirmed by Pittsburgh Testing Laboratory
MEMBER—ALUMINUM WINDOW MANUFACTURERS ASSOCIATION

FLORIDA WINDOWS' NEW VERTICAL SLIDE MODEL WITH QUALITY APPROVED* FEATURES THAT SELL ON SIGHT! AT THE LOWEST PRICES ON THE MARKET!

Rigid, tight corner assembly

Handsome, durable extruded aluminum. Can't warp, rot, or rust. Never needs painting

Notch permits sash removal for inside cleaning

Patented interlocking meeting rail

Safety latch... sash can't drop accidentally

Screen locked from inside

Picture window top... unobstructed view... lots of light

No balances, tapes or operators to adjust

Neat, tight vinyl glass bead

Continuous fin for easy installation... no window is easier to install!

Wool-pile lined sash glides gently on rigid track

No rattle, bind or scrape... fully weatherstripped

Positively locked when sash is down

* Our Vertical Slide Window has fully met the rigid requirements of the Aluminum Window Manufacturers' Association as confirmed by the Pittsburgh Testing Laboratory! Consequently, this superior window meets all specifications of FHA order UM-23. We are proud to join the select group of manufacturers whose products have earned this coveted distinction.

Here then is a window that is obviously among the finest, one that guarantees complete customer satisfaction. It is delivered to you completely assembled, glazing included, at the **LOWEST PRICES ON THE MARKET TODAY!** Pin this coupon to your letterhead and mail **TODAY** for the full story or phone collect.

Florida Windows, Inc.
P. O. Box 425, Hollywood, Fla.

Rush Full Information.

Name _____

Address _____

City _____ State _____

FLORIDA WINDOWS, INC.

MANUFACTURERS OF HORIZONTAL AND VERTICAL SLIDE WINDOWS, SCREEN DOORS, JALOUSIES

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Simple Arithmetic

... a way to Greater Dealer Profits

KEY TO PROFITS—Lumber dealers know profits result from mark-up *times* turnover. Now, you can multiply your turnover . . . and increase profits . . . by drawing on the big wholesale stocks of quality lumber and other basic building materials at the new Weyerhaeuser Louisville Distributing Yard.

SAVINGS—In addition, you can profit from smaller investment, lower operating costs, better-timed deliveries, and simplified ordering of dealer needs.

ONE-STOP—You can cut expenses by truck pick-up of many basic building materials at one stop. Here are broad, diversified stocks of Weyerhaeuser 4-Square kiln-dried lumber. Exterior, interior and decorative plywoods. Here, too, are ready supplies of both Andersen Windowalls and

Rimco millwork. Balsam-Wool sealed insulation. Nu-Wood insulation board products. Kolorite factory-coated shakes and shingles.

WELL-KNOWN BRAND—Here is the best-known lumber in America . . . Weyerhaeuser 4-Square kiln-dried. The diversified lumber stocks include both uppers and commons in many west coast and inland species . . . Long lengths and small timbers as well . . . Ready supplies of Marine, Exterior and Interior Fir Plywood, Pine Plywood, and both knotty cedar and knotty pine decorative plywood panels.

FIRST CHOICE—This new Weyerhaeuser Louisville Distributing Yard is your supply depot of *first choice* building materials for fast turnover and dealer profits.

WEYERHAEUSER SALES COMPANY

CROSSROADS LOCATION . . .

1360 Durrett Lane,
at Watterson Expressway,
5 blocks east of
Preston Highway
(Kentucky Turnpike)

Weyerhaeuser Louisville Yard

TELEPHONE: EMerson 8-3331

First Choice

BUILDING MATERIALS . .

WEYERHAEUSER*

4-SQUARE

Lumber and Building Products

Andersen Windowalls*



Complete Wood Window Units

Nu-Wood*

Insulation Board Products

Balsam-Wool*

Sealed Insulation



KOLORITE*

Factory-Coated Shakes and Shingles

*T. M. Reg.

Continental Oil Company stations with Corrugulux canopies are traffic-stoppers. Conoco has completed or is building 12 such stations and others are planned for early construction... Designed by Conoco's architects.



Conoco & Corrugulux®
create a roof that
transmits light...



Drive Thru Markets get double-duty, too, with Corrugulux canopies to protect their "stay-in-the-car" customers while transmitting flattering light to all food display racks.... Designed by W. G. Horn, Mecca Engineering Company.

...and protects from weather, too

Employees and customers alike appreciate Corrugulux canopies — to shelter and shade — while transmitting soft shades of diffused light. These glass fiber reinforced plastic panels are amazingly strong—yet light in weight.

Corrugulux has a place in your plans — for skylighting, partitions, paneling, curtain walls. Varied corrugations — Wide color range. Complete specifications on request or see your Sweet's File. Fire-retardant Corrugulux is available with Underwriter's Label and Factory Mutual Approval.



Corrugulux®

Corrugulux Division, L-O-F Glass Fibers Co.
Dept. G, P. O. Box 20026, Houston, Texas

Plywood Producers Explore New Uses for Panels

MEMBERS of the Douglas Fir Plywood Assn. were advised to "listen to your customers if you want to keep growing" at their 21st annual meeting at Gearhart, Ore., in June. Managing Director W. E. Difford told 250 plywood mill officials that they must become more responsive to the needs of their customers if fir plywood demand is to keep climbing higher than its current annual mark of five billion square feet.

Difford also made these points:

1. Several startling new construction techniques, such as an arched honeycomb structural sandwich-type panel and a lightweight dome-like plywood roof shell for mass school construction, are opening up entirely new fir plywood markets.

2. Three other new fir plywood panels have recently been introduced to help increase plywood demand. These include PlyScord sheathing panels with an exterior (waterproof) glue-line; Marine Exterior, a premium boat building panel; and the thick combination subflooring-underlayment panel called 2.4.1.

3. Intensified promotion is helping plywood capture a greater part of the industrial market, such as for pallets, to take up the sales slack which has resulted from fewer new housing starts.

Difford suggested the mill officials should think not only in terms of standard 4x8 panels, but should consider making cut-to-size panels for specialized end-uses in the construction and industrial fields.

He pointed out that the fir plywood industry has scarcely scratched the surface in the industrial market. He said that there is an estimated potential of 49-million square feet of plywood consumption in pallets alone.

The DFPA managing director also predicted that industry promotion over the next few years would raise the use of fir plywood in new home construction to an average of 3,000 square feet per house from its present average of 1,300 square feet per house.

A. W. Agnew, vice-president of the Pacific Coast Co. in Sonoma, Calif., was elected DFPA president. He noted that the plywood industry spends about 1/10 of one per cent of its total gross sales for advertising and sales promotion. He contrasted this to aluminum companies which spend up to 8/10 of one per cent, steel companies which spend ½ of one per cent, and competitive panel material companies which spend over one per cent.

Structural exhibits which attract-

ed attention at the Gearhart plywood meeting are innovations which show promise of having great plywood sales potential. These include:

A plywood box beam which capitalizes on the scarcity of large timbers. One beam will carry 4¼ tons on a 20-foot span. A lightweight structural component, it is easily fabricated and lends itself to floor girders and long spans. At least two contractors have used them to good advantage in framing their floors.

A dome-like roof shell formed by four converging arches consisting of a thin double thickness of plywood stressed in a curve. This eliminates all framing except for light stiffeners and light laminated arches at the four diagonals. The structure requires supports only at the corners. Originally designed for individual classroom units, the system promises to have much wider potentials in the light construction field.

A folded plate roof structure which utilizes the high reserve diaphragm strength of fir plywood. This type of roof consists of a thin plywood skin, reinforced by wood purlins, which rests on four concrete posts. The roof has an accordion effect with two tilted planes that lean against each other with each plane acting in support of the other.

A stressed-skin plywood panel which is made by gluing sheets of fir plywood to 2x4 framing members. These panels give an unusual combination of strength, size, and savings, since they span distances up to 20 feet without conventional framing — and can bear weights up to five times the maximum design load.

New DFPA President Agnew will also preside over the industry's policy-making management committee.

Other new DFPA officers are: vice-president, C. Henry Bacon Jr., Simpson Logging Co.; secretary, William C. Ulett, Coquille Plywood, Inc.; treasurer, Arnold Koutonen, St. Paul & Tacoma Lumber Co.

Plywood mills voted into membership of the Douglas Fir Plywood Assn. were: Bate Lumber Co., Merlin, Ore.; Carolina-Pacific Plywood, Inc., Medford, Ore.; Coos Head Timber Co., Coos Bay, Ore.; Eugene Plywood Co., Eugene, Ore.; Jefferson Plywood Co., Madras, Ore.; Lane Plywood, Inc., Eugene, Ore.; Plywood Corp. of America, Inc., Oakland, Calif.; West Coast Separator Co., Inc., Los Angeles, Calif.; Weyerhaeuser Timber Co., Tacoma, Wash.; Totem Plywood, Inc., Tacoma; and Yamhill Plywood Co., McMinnville, Ore.



Newly-elected officers and trustees of the Douglas Fir Plywood Assn. look over a plywood structural exhibit after their election at the 21st annual DFPA meeting at Gearhart, Ore. Left to right: trustee Kenneth Ford, president and treasurer, Roseburg Lumber Co.; trustee E. D. Egge, West Coast Plywood Co.; A. W. Agnew, DFPA president, Pacific Coast Co.; trustee Enar Erickson, Peninsula Plywood Corp.; William C. Ulett, DFPA secretary, Coquille Plywood, Inc.; trustee Fred L. Johnson, Columbia Veneer Co.; Arnold Koutonen, DFPA treasurer, St. Paul & Tacoma Lumber Co.; and W. E. Difford, managing director of DFPA. Not pictured is C. Henry Bacon Jr., the new DFPA vice-president, Simpson Logging Co.

the ideal metal roofing nail
SEALS ITS OWN HOLE!

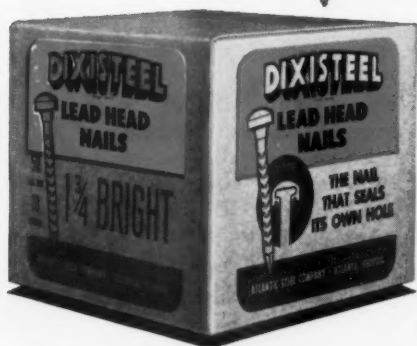


DIXISTEEL

TRADE MARK

LEAD HEAD NAILS*

*Made under patent number 2077784



The ideal roofing nail in the ideal package—handy 50-pound Nail Caddy.

Sell this nail with the full assurance that it can't be over-driven; that its head will not fly off because of contraction or expansion of roofing during weather changes or high winds; that the lead head will spread and seal the nail hole to prevent leaks.

Display DIXISTEEL Lead Head Nails where customers can see them—and watch sales grow!

Order from your wholesaler or jobber.

● *Free samples on request!*

Packed in 50-Pound Nail Caddy

EASY TO DISPLAY ● EASY TO HANDLE ● EASY TO STORE

ATLANTIC STEEL COMPANY • ATLANTA 1, GEORGIA

P. O. Box 1714 • TRinity 5-3441

Radiation of Building Materials Studied

Different building materials give off different amounts of natural radiation. In a wood house, for instance, occupants may be exposed to a dosage of 80 to 90 milliroentgens per year. In a brick house the dosage may be 140 milliroentgens — with a still higher rate for concrete.

What, if any, effect this has on you or your descendants is the subject of a new study underway by the Atomic Energy Commission.

People living in wood houses are far less exposed to natural radiation doses than those living in other types, Atomic Energy Commissioner Willard F. Libby testified at the recent hearings of the Joint Atomic Energy Subcommittee.

But Mortimer B. Doyle, executive vice-president of the National Lumber Manufacturers Assn., said: "From checking with the Atomic Energy Commission, we verified that there is certainly no obvious effect from the greater dosages of the non-wood materials."

He also said that if there are any effects at all, they have not yet been demonstrated. "In fact, the effect of very small amounts of radiation

dosage is the most controversial subject at present among the scientists," Doyle explained.

Dr. Libby told the committee that his reason for citing the wide variations in natural radiation "from our general surroundings" was to show that they are "very large as compared to the one to five milliroentgens which we receive from fallout."

"We have only recently started measuring brick and arranging for widespread natural dosage studies, and most of what we know has come from studies abroad. For example in Sweden, Hultqvist has shown that homes of wood give an average dose in the center of their rooms of 80 to 90 milliroentgens per year, while those of brick give 140 and those of light-weight concrete with alum shale over 200.

"These numbers are to be compared with present United States fallout doses — and remember that the United States as far as we know has the highest in the world. The present U. S. dosage is one to five milliroentgens per year."

The "safe permissible level" for people living around an atomic facility has been defined as 500 milliroentgens per year by the AEC. However, some scientists disagree on the safety levels.

Florida Builders Use Trussed Rafter

According to the Southern Pine Assn. in the southern part of Florida, including Miami and nearby world-famous resorts, 75 per cent of all new homes are being built with trussed rafters. The practice has spread rapidly across the entire Florida peninsula.

Reports from Florida homebuilders indicate a savings of up to \$150 per house from this form of construction, among other advantages. Moreover, six of the nation's leading manufacturers of trussed rafters have located plants in Florida. Each firm has numerous licensees, its own patented fastening devices, and merchandises a factory-made and pre-assembled product.

The recent action by the Southern pine lumber industry in raising its grade standards to provide all-purpose stress ratings for light framing lumber in the narrower widths also helped.

The Florida fabricators are using grade-marked Southern pine, with adequate stress ratings for standard framing lumber in sizes 2"x2", 2"x3" and 2"x4", which truss rafters require.



REPUTATIONS IN THE BUILDING TRADE, LIKE MASONRY WALLS, RELY ON DUR-O-WAL FOR STRENGTH

Throughout the nation leaders in the building industry are depending increasingly on Dur-O-wal, the masonry reinforcement of proven performance. This high quality, custom-fabricated reinforcement sets the standard for the world.

TRUSSED DESIGN
BUTT WELD **DEFORMED RODS**

Dur-O-wal

Rigid Backbone of Steel For Every Masonry Wall

Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N. Y. Dur-O-wal of Ill., 119 N. River St., AURORA, ILL. Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal, Inc., 165 Utah St., TOLEDO, OHIO

NEW HOMES WILL BE BUILT

There's business for hustlers, at both retail and manufacturing levels—We are hustling.

YOU'LL HEAR FROM US... our woodsmen are back cutting timber and beautiful Western Pine logs of all species are rolling to the mills.

You can be sure of High Quality Precision made products from us—Lumber, Mouldings, Millwork and Panels—in mixed cars if you choose.

The Ralph L. SMITH Lumber Company

Mills at Anderson, Red Bluff, Castella, Wildwood, and Mt. Shasta, California

Sales Office at Anderson, California

WPA
WESTERN PINE
ASSOCIATION

Free Booklet For Your Customers



...helps you sell more

Lion Asphalt Roofing Products



LION ROOFING ASPHALT



LION ASPHALT ROOF COATING



LION ASPHALT PLASTIC CEMENT



LION ASBESTOS ASPHALT ROOF COATING



LION ASPHALT R. D. PRIMER



LION COLD PROCESS LAP CEMENT



LION METAL COATING NO. 3



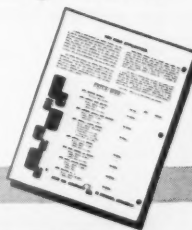
LION BLIND NAILING CEMENT

Here's one of the most practical sales aids you can use . . . and it costs you nothing! Booklet tells, step-by-step, how to repair roofs, how to dampproof walls and foundations with ready-to-use Lion Asphalt Roofing Products. Practical guide for professional roofers and

"do-it-yourselfers" alike. Your distributor has for you a reasonable quantity of this helpful booklet. Why not order a supply today. Just ask for "Roof Repairs Are Easy". Then put it to work for you to help increase your sales of Lion Asphalt Roofing Products.

Free Technical Bulletin Also Available to You

Complete information on all Lion Roofing Products. Data will be helpful to you and to your sales personnel in suggesting proper application. Bulletins are available free from your Lion Roofing Products distributor.



LION OIL

A Division of Monsanto Chemical Company



COMPANY

EL DORADO, ARKANSAS

**A gift of lasting value for your customers
with your compliments!**

**NEW
EDITION
72 pages
12 more
than before!**



Your store name and address imprinted here FREE

A new and enlarged edition of TCI's popular Farmers and Ranchers Handbook is ready. *And it's a humdinger.*

Containing more facts, more usable, everyday information and more time-and-money-saving ideas than any previous issue, this new edition is available to every farm home in your area through your store with your compliments.

And, from the tremendous demand for earlier editions, just about everybody visiting your store will want a copy of this larger, vastly improved edi-

tion. So be sure to order enough to go around . . . and be sure to put them out where prospective customers can see them. For, remember, TCI's Farmers and Ranchers Handbook is also an interesting catalog of the complete TCI line of USS Quality Steel Products for the Farm, including USS Tennesseal V-Drain Roofing, USS Corrugated Roofing, USS American Fence, Barbed Wire and Poultry Netting, USS Baling Wire, Tennesseal Nails and Staples—all easy-to-sell items it will pay you to carry and feature.

If you stock Tennesseal Roofing and USS American Fence, we will furnish you with as many copies as you need of the new Farmers and Ranchers Handbook for free distribution from your store. For further information, contact our nearest District Office, or write direct to Fairfield.

**TENNESSEE COAL & IRON
DIVISION**

UNITED STATES STEEL CORPORATION
GENERAL OFFICES: FAIRFIELD, ALABAMA
District Offices: CHARLOTTE - FAIRFIELD - HOUSTON
JACKSONVILLE - MEMPHIS - NEW ORLEANS - TULSA

Quality Steel Products for the Farm

UNITED STATES STEEL



Paul B. Wogan tells why he buys
**GOLD BOND "RANCH STYLE"
ROOFING SHINGLES**



*"New roof colors and designs
most definitely help sell
my homes quicker"*

*says Paul B. Wogan, President, Paul B. Wogan Co.,
New Orleans, Louisiana.*

Easier sales, higher profits are headed your way with today's trend toward higher-quality homes. Builders like Mr. Wogan find that buyers have a sharp eye for the color and design offered by Gold Bond's new thatched-edge "Ranch Style" Roofing Shingle. Builder Wogan says:

"I've found the new Gold Bond 'Ranch Style' Roofing Shingle has definitely aided in the sale of my expensive homes. The wide selection of colors and the distinctive texture effect created by the stripes blend particularly well with the type of homes we're building..."

This kind of satisfaction for Gold Bond Roofing is based on lifetime quality. Adobe Red, Cactus Green, Bolero Black and Hacienda White colors are *permanently* locked in with exclusive "Surfaseal" coating. Builders save money on application time with big new 12" x 24" sizes. Standard roofs or "low sloped"...Gold Bond "Ranch Style" Roofing Shingles go on both. Get all the details on this new, profitable Gold Bond product. Call your Gold Bond® representative or write Dept. SB-87, National Gypsum Company, Buffalo 2, N. Y.



"RANCH STYLE" ROOFING SHINGLES

NATIONAL GYPSUM COMPANY

Gold Bond
BUILDING PRODUCTS

NOW!

Join the BIG SWING To



**WOOD
WINDOW
UNITS**



DESIGNED
"for a HOUSE time"
OF SATISFACTION

- ♦ THE PICTURE WINDOW BEAUTY OF RIMCO "VIEW," IN COMBINATION WITH RIMCO "VENT," PROVIDES THE UTMOST IN EVERY DESIRABLE FEATURE.
- ♥ PRECISION ENGINEERED — TESTED, PROVEN PERFORMANCE — NO ADJUSTMENTS NECESSARY — REMOVABLE SASH — PERFECTLY BALANCED — SO VERY EFFICIENT.
- ♦ THE ULTRA-MODERN REMOVABLE, HORIZONTAL-SLIDING WOOD WINDOW UNIT — INSTANT SASH REMOVAL — MAY BE TRIPLE GLAZED — FEATURES GALORE — VALUE! VALUE!!
- ♣ A TRULY BEAUTIFUL CASEMENT WOOD WINDOW UNIT — AVAILABLE WITH 1/2" INSULATING GLASS — WIDE SIZE RANGE — ARCHITECTURALLY CORRECT — COMPARE FOR DESIGN.

YOUR GUIDE TO WINDOW QUALITY



- Correctly designed
- Properly constructed
- Made from carefully selected kiln-dried lumber
- Preservative treated
- Properly balanced
- Efficiently weatherstripped



**FLOOR
DISPLAY
MODELS
AVAILABLE**



MILLWORK COMPANY

**FACTORY DIVISION
ROCK ISLAND ILLINOIS**

If Rimco Wood Window Units are not available from your Distributor, write Factory Division for name of your nearest source of supply.

Areas in transition from residential to industrial . . .

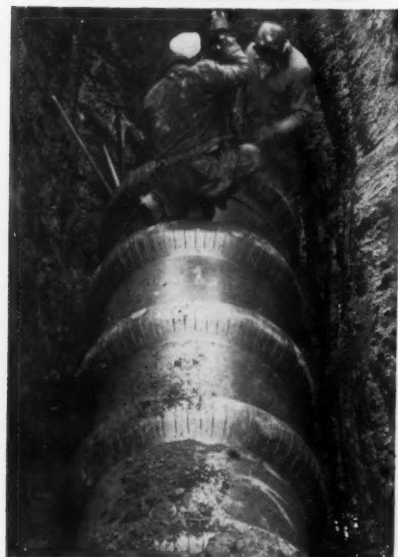
NEED VITRIFIED CLAY PIPE



Large diameter OCONEE Clay Pipe solves the sewage problems of neighborhoods like this, especially when they are developing into industrial centers.

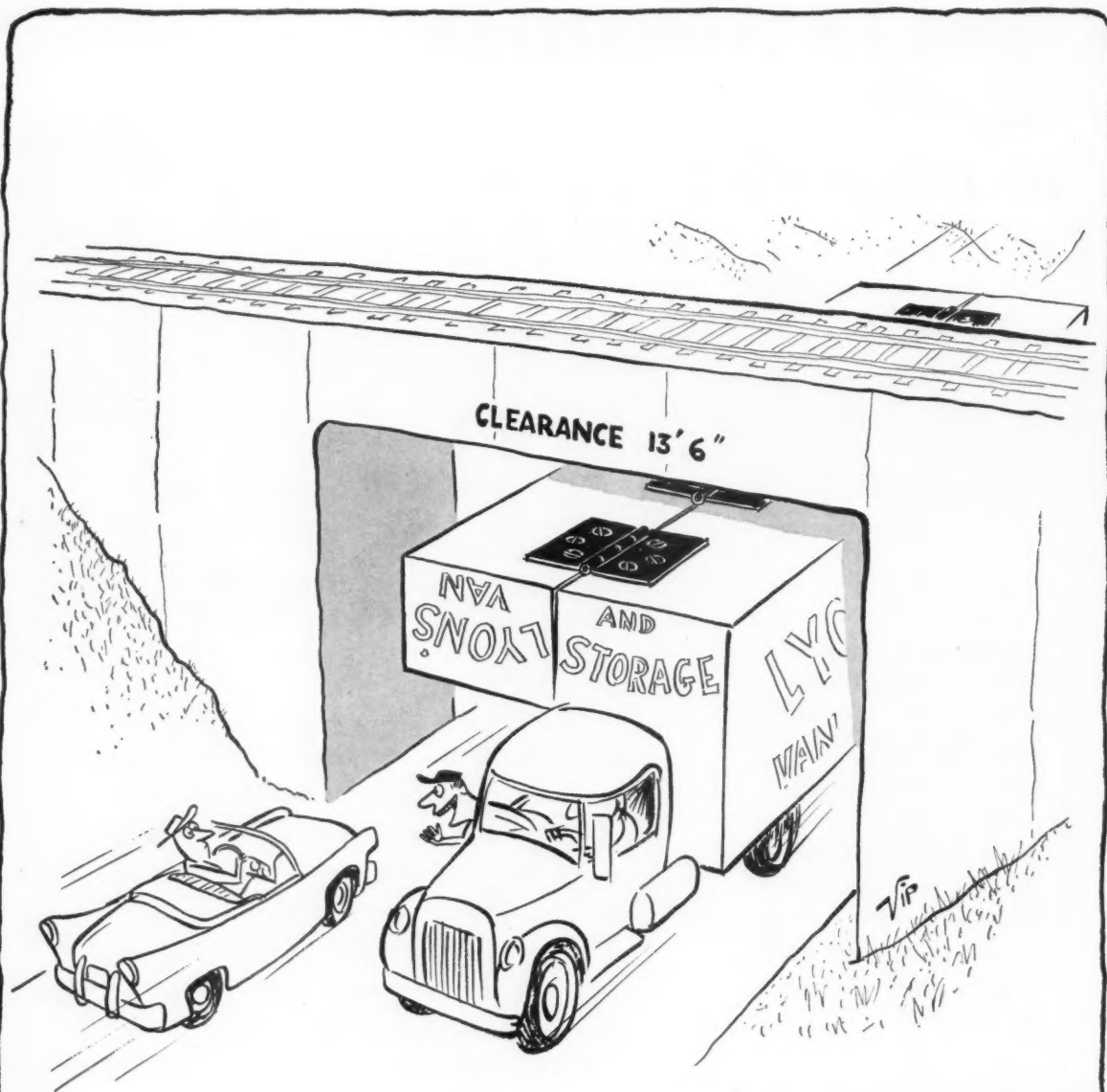
All through the south there is industrial growth of great proportions. OCONEE'S new plants and increased production serve this southern advancement with longer, stronger and more uniform vitrified clay pipe.

Clay Pipe is the *safe* pipe for sewerage lines that carry both residential and industrial wastes. Clay Pipe permits unlimited industrial expansion—because it handles any concentration of corrosive chemicals that future growth may bring. It protects residents from danger of epidemics and disease... is unaffected by acids and gases formed from any mixture of wastes in the line. It *never* wears out. The manufacturers of Vitrified Clay Pipe cooperate to make this fine product even better through research and testing. You can be sure you're getting the latest and best when you use Vitrified Clay Pipe.



O C O N E E
CLAY PRODUCTS CO.
Milledgeville, Ga.





"EVERYTHING HINGES ON HAGER!"*

C. Hager & Sons Hinge Mfg. Co. • 139 Victor Street • St. Louis 4, Mo.
 Founded 1849—Every Hager Hinge Swings on 100 Years of Experience





"Handy", the dictionary says, means "convenient for use". No three words better describe Penn-Dixie "One-Package" Mortar Cement. Just add sand and water and you're ready for any masonry job in the book.

Easy-mixing isn't all. Penn-Dixie Mortar Cement contains top-quality ingredients insuring effective strength and binding power, water-proofing and precision-timed hardening.

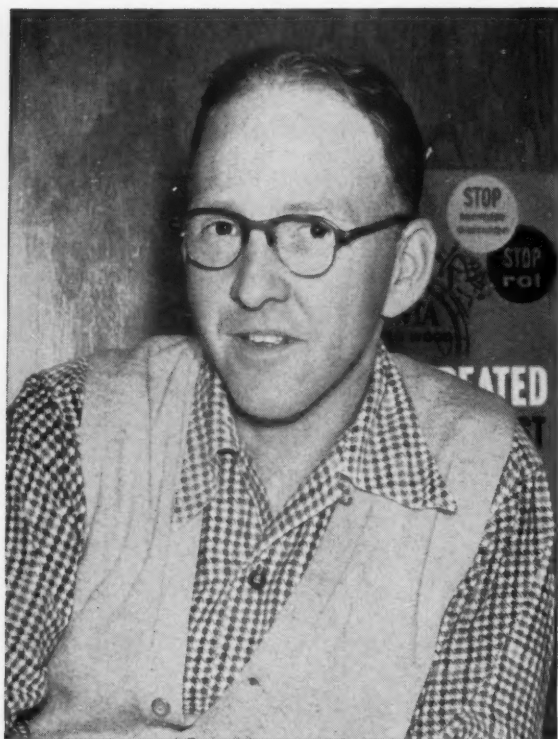
Use or specify "One-Package" Penn-Dixie Mortar Cement for your next job. You'll find it "so handy", too.

Penn-Dixie means Permanent Dependability

PENN-DIXIE CEMENT *Corporation*

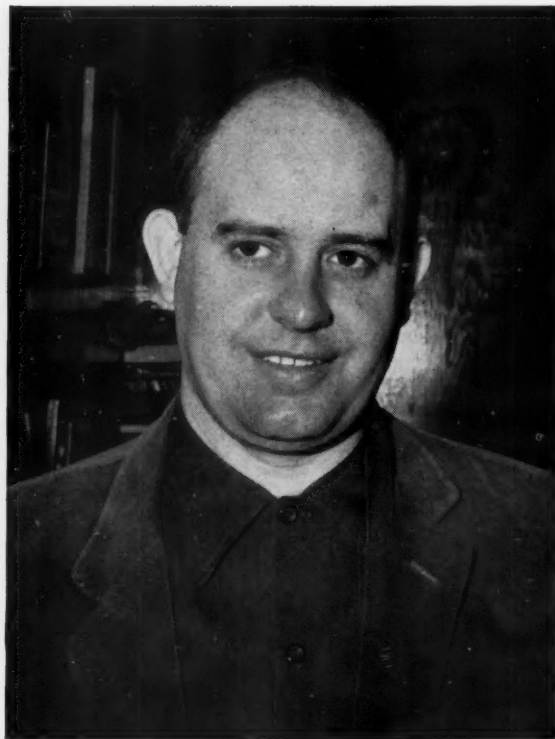
OFFICES	New York	•	Philadelphia	•	Pittsburgh	•	Boston	•	Chicago	•	Detroit	•	Atlanta	•	Des Moines
	Chattanooga	•	Nazareth, Pa.	•	Milwaukee	•	Petoskey, Mich.	•	Buffalo	•	Holland, Mich.				
PLANTS	Bath, Pa.	•	Nazareth, Pa.	•	Penn-Allen, Pa.	•	West Winfield, Pa.	•	Buffalo, N. Y.	•	Kingsport, Tenn.				
	Richard City, Tenn.				Clinchfield, Ga.	•	Des Moines, Iowa	•	Petoskey, Mich.						
DISTRIBUTING PLANTS			Chicago	•	Milwaukee	•	Detroit	•	Holland, Mich.						

LEADING LUMBER DEALERS AGREE...



'56 SALES OUTSTANDING. "Our Penta-treated material sales in 1956 were outstanding. Your Penta Guard kit pointed out the value received for every dollar invested in Penta-treated posts, poles and lumber. We feel 1957 will bring even bigger sales . . . more satisfied customers."

Wendell C. Mote, W. C. Mote & Sons
Hollandsburg, Ohio



STICKERS, DIRECT MAIL PRODUCED LOTS OF INQUIRIES. "Nineteen-fifty-six was a good year—but 1957 has all the possibilities of being a *banner* year for Penta-treated wood sales. Our direct mail using Penta stickers really made the product known and started lots of inquiries."

William T. Neal, W. V. Neal & Son
Osgood, Indiana

MONSANTO'S PENTA GUARD PROMOTION KIT

... makes selling of posts, poles and lumber faster and easier!



In all parts of the country, aggressive merchandising-minded lumber dealers find it profitable to stock and sell Penta-treated posts, poles and lumber.

They also find that selling Penta-treated wood is easier when they use Monsanto's Penta Guard promotional kit.

PENTA GUARD PROMOTIONAL KIT contains window and over-the-wire banners; counter

literature and display dispenser; unusual fence post display materials; envelope stuffers; correspondence stickers; radio scripts; ready-to-use advertising mats. **IT'S ALL YOURS! AT NO COST!**

If you are selling Penta-treated wood and want a faster turnover, now's the time to write Monsanto for your Penta Guard kit.

If you are thinking of taking on a stock of treated wood, now's the time to do it! Selling Penta-treated wood—whether it's posts, poles or lumber—is a good, profitable business. It



CUSTOMERS NOW PREFER PENTA. "We increased our treated wood sales by changing to Penta-treated posts and poles. The Penta Guard kit helped us tell farmers about the advantages of Penta and now they prefer to use materials treated with it."

R. L. Ridihalgh, Ridihalgh Lumber Co.
Oelwein, Iowa



KIT HELPED ESTABLISH HIM AS THE PENTA DEALER. "We handle Penta-treated posts, poles and lumber. Our volume this year, we feel, will be greater than last. The Monsanto Penta Guard kit has given us the needed help to establish us as the dealer to see for Penta-treated products."

Harold W. Eagleton, Gypsum Valley Lumber Co.
Gypsum Valley, Kansas

SPURS SALES OF PENTA-TREATED WOOD

helps you *upgrade* your operation . . . provide your customers with wood that:

- Resists rot and termites
- Lasts for 30 years or longer
- Costs *less per year* than untreated wood because it lasts longer
- Handles easily because it's *clean*

NEW SALES AID AVAILABLE. "Ollie Gruber and the Most in Posts," Monsanto's new 20-minute color and sound movie . . . the most entertaining and informative sales aid you've ever seen. Like adding another top salesman to your staff.

For more information,
mail this coupon today.



• • • • •

• MONSANTO CHEMICAL COMPANY
• Organic Chemicals Division
• Dept. PLD-1A
• 800 N. 12th Blvd.
• St. Louis 1, Missouri

• Please send me (at no cost, of course)
•Complete Penta Guard sales kit.
•Full information on 20-min. sound and color movie, "Ollie Gruber and the Most in Posts."
•List of treating plants who can supply me with Penta-treated fence posts, poles and lumber.

• Name.....
• Street.....
• City..... State.....
• I am presently ☐ selling ☐ thinking of selling Penta-treated wood.

• • • • •



LIGHT • BRIGHT • ENDURING

K&M ASBESTOS SHINGLES

You can add new value, new life to your home, new or old, with colorful K&M shingles. Made of two almost indestructible materials, asbestos fiber and portland cement, they defy fire, weather, and rotting for the life of the house. And they *never* need protective painting.

COLORS! For both roofing and siding, there's a wide color selection. And the color is built-in to last.

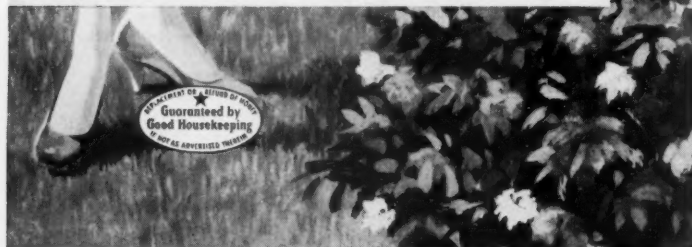
SILICONED! New miracle treatment helps K&M Siding Shingles shed water, reducing unsightly dirt streaks.

LEARN HOW K&M Asbestos-Cement Shingles can give your home lasting colorful beauty. Write today for descriptive literature.

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA



Attractive CORAL color siding illustrated. House in background has Dualay Roofing Shingles and SEA GULL GRAY Siding.



We're blasting again!

Blasting out more homeowner and home-buyer prospects than ever before for K&M Asbestos-Cement Roofing & Siding Shingles.

We're using the best advertising dynamite in the business—this beautiful full-color ad in the September issues of **BETTER HOMES & GARDENS** and **GOOD HOUSEKEEPING**. Over two thousand direct inquiries came to K&M from just one previous ad. Think of the intense interest in K&M shingle-beauty this new ad will create. Think of the new traffic it will steer into your showroom. And think how much easier your selling job is made by the strong quality story it tells.

And the story *you* tell *your* prospects will put the finishing touches on great new shingle sales for you.

National advertising to homeowners, builders, architects, and roofing-siding applicators keeps interest high in K&M Shingles. Take advantage of this interest by displaying K&M Shingles and offering K&M literature to your customers. Get in touch with the K&M distributor for full information on the new K&M sales aids designed to help you move shingles *fast*.



KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA



AUGUST, 1957

**SOUTHERN
BUILDING
SUPPLIES**

Dealer's OHI Show Is Big Hit

»» **So determined** was C. S. Baker, proprietor of the All-Weather Insulation Company, to cash in on a full-fledged home improvement show this year, the reluctance of other building supply dealers and industry factors to cooperate in one did not deter him. He boldly planned and put on one by himself — in his plant and yard on the southeastern edge of Nashville Tennessee!

And it was so successful in terms of attendance, sales, and fruitful prospects, Baker is already plan-

ning another OHI Home Improvement Show next spring.

Held for 12 solid days, May 1-12, Baker's show attracted 15,000 people, netted sales of over \$25,000

by the first of June, and filled his files and salesmen's hands with hundreds of material and improvement prospects for months to come. (Incidentally, the firm name of All-

The gala front that welcomed thousands to the 12-day OHI Home Improvement Show sponsored by the All-Weather Insulation Company in Nashville, Tenn., is seen above. This firm retails a full line of building supplies and packaged home improvements.

By offering sporting goods to schools with greatest attendance, on display behind registration desk below, Dealer C. S. Baker drew 15,000 persons in to see the exhibits of 35 manufacturers. The photo on cover shows visitor bidding on combination windows, in window-door exhibit.



Weather Insulation Company isn't at all adequate, for this dealer retails lumber, millwork, building material, and home improvements, along with insulation, weather stripping, and aluminum storm doors and windows.

After the show ended, one of Baker's three outside "packaged home improvement" salesmen declared that "I don't know which is worse, no leads at all — or more than you can handle!"

Baker opened his insulation and building supply business nine years ago after long experience as manager of a chain grocery supermarket. Showmanship and salesmanship methods that he proved there, and since, were all capitalized on in his one-dealer home improvement show.

Essential ingredients in his show formula were:

Manned exhibits by a maximum number of building supply and equipment manufacturers — 35 in the 12-day show.

Ample, colorful advertising to the whole community — via newspaper ads, posters, handbills, and mail enclosures. Two on-the-spot radio programs were broadcast from the show Saturday afternoon.

Stimulation and promotion of attendance through schools and PTA groups through special prize offers — parents, faculty, and students from 102 Nashville and Davidson county schools registered during the 12-day show.

Elimination of firm name in all advertising and promotion — with emphasis on your OHI Home Improvement Show — to help win through-school promotion and "un-biased or disarmed" attendance by public at large.

Distribution of souvenirs to all types of visitors — balloons and merry-go-round rides for small fry, pencils and pocket pencil protectors for men, and pocket mirrors for the ladies.

Distribution of free folders and a check-list booklet on modern home improvements, as well as

product literature throughout the show area.

An "auction" of almost all displayed products to the visitor making highest bid.

With the manufacturers being liberal with the erection and furnishing of their exhibits for the show, it cost Baker's firm about \$6,000. Some of this, spent on building samples and displays, has been regained through the sale of the demonstrators.

The copy in the black and yellow half-page advertisement that this dealer ran in the *Nashville Banner* and *Nashville Tennessean*, on the back page of each, gives the full details of this unusual dealer show — the first OHI show for the Tennessee state capital. Complete with a large reproduction of the official *Operation Home Improvement* Oscar emblem, emphasizing "It's all free," the ad splashed the facts of the invitation: "OHI' Home Improvement Show — May 1-12 — 523 W. Thompson Lane (between Franklin and Nolensville Roads) — 9:00 A.M. - 9:00 P.M. — Exhibits by 40 leading manufacturers."

The ad spotlighted exhibit copy on two main brands, Westinghouse electronic oven and Water Lox varnish. It also played up "Top-Value Stamp Premiums on display at the show — Top-Value door prize to a lucky person."

Then this no-signature ad detailed these alluring and impelling show facts:

"EXHIBITS — Alumatic combination windows and doors . . . Aluminum and glass greenhouses with the beautiful Structoglas

roofs . . . Steel carports . . . Block, brick, and aluminum siding . . . Ornamental iron . . . Redwood lawn furniture . . . Power tools . . . Cabinets and many other home-improvement helps."

"AUCTION — A unique auction will be in progress daily during the entire show. Almost every booth will contain articles for you to bid on. These will include carports, storm doors and windows, and other such items. Bids will be written and dropped in a box. At the end of the show the highest bidder takes the article regardless of how low it may be in comparison to its real value. Take advantage of this unique auction. You have nothing to lose!"

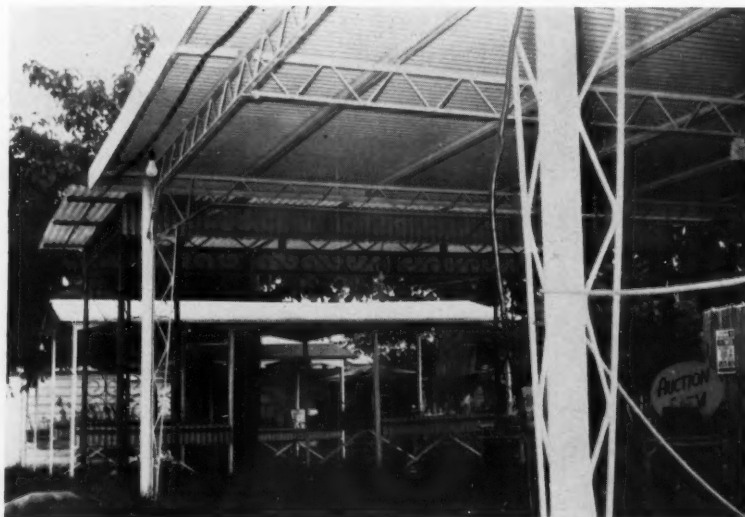
"PRIZES — A \$500.00 kitchen cabinet and sink will be given to the person making the largest purchase during the show. Numerous other smaller prizes will be awarded during the show."

"SPECIAL FEATURE — The three Nashville or Davidson county schools having the greatest number of adults (percentage-wise based on the total school enrollment) registering at the show will each receive \$300.00 worth of new Wilson sports equipment. *Be sure to register at the registration desk and see all the sports equipment to be given FREE. HELP YOUR SCHOOL WIN THESE VALUABLE PRIZES.*"

Dealer Baker attracted large numbers of school principals and law enforcement officers with special souvenirs. The principals were given hardwood gavels. The 600 officers were given police "billies"

(See OHI HOME SHOW page 79)

Double and single carports, screen and green houses, outdoor furniture, and fences, like those shown at right, drew numerous "auction bids" that resulted in immediate or subsequent sales. All-Weather's sales exceeded \$25,000 within two weeks after the show — with hundreds of prospects still to be cultivated!





Louisville Warehouse Designed for 'End-Loading'

» The new Weyerhaeuser distributing yard in Louisville, Kentucky, is built around the use of end-loading lift trucks that grab as much as 2,500 feet of lumber by the end to load dealer trucks in record time.

Operated by the Weyerhaeuser Sales Company, the Louisville yard is the firm's first wholesale distributing yard in the South. On June 13-14 it was opened for dealer tours of the facilities and stocks and more than 200 Kentucky and Indiana dealers attended.

The yard represents a new type operation for Weyerhaeuser since at Louisville the company wholesales not only diversified stocks of its own Weyerhaeuser lumber

and wood products, but also warehouses many other building materials. Included are insulation board, insulation, doors, windows, and fiber-glass building panels.

The Louisville operation also is the first for Weyerhaeuser, or perhaps for any firm, that has been geared largely to the use of end-loading lift trucks for the storage, handling, and loading of lumber.

Believed the largest so far developed for lumber, one of the end-loaders can pick up a bundle of lumber equal to about a sixth of the total lumber that goes into a small home. An end-loader is an attachment for standard fork trucks that can be put on or taken off in a few minutes. It permits

maximum utilization of warehouse space.

Because the lumber can be handled from the end, warehouse storage bays 40 feet wide are possible between truck alleys. Handling lumber in and out of the lumber shed (40 feet wide) similarly is from the ends. Two lengths of lumber are stacked across the width of the shed.

The lumber is unitized. The units are staggered in the stacks so the giant fingers of the end-loaders can reach and grip a unit or a bundle. "Carrying this fast, efficient handling of units of lumber to the ultimate objective," Yard Manager R. J. Douglass points out, "results in prices to (See NOVEL WAREHOUSE page 79)

Weyerhaeuser's first distributing yard in the South centers in the main arch-roof warehouse in Louisville, Ky., seen above. It provides 40,000 square feet of post-free floor area as wood trusses span 110 feet. It is designed to permit end-loading of delivery trucks quickly with fork-lift trucks as seen on our S-B-S cover.

At right, three Kentucky dealers visit with Weyerhaeuser Division Manager A. W. Clapp, left, during the yard's "open house." From left, the men are Clapp, Shelbyville's A. E. Davis, Elizabethtown's Sam B. Dibble, and Lexington's Ben P. Eubank.



Sell More Kitchens

Kitchen Promotion With A Flair

» Year-'round promotion of kitchen remodeling via newspapers, radio, and direct-mail, has brought Bryan-Beck Building Materials of Staunton, Virginia, a bonanza of profits, along with an ever-lengthening list of satisfied customers.

Commented C. R. Bryan, firm co-partner: "We've seen the market to be had in selling homeowners on the idea of remodeling their kitchens, as well as their basements, attics, and porches. And our own promotion locally, combined with cooperation in Operation Home Improvement, has given us opportunity to cash in on that market."

Bryan-Beck handles all processing and installation involved in



Firm co-partner C. R. Bryan examines new wood cabinets made in the company shop. This obviously pleased lady customer, in response to Bryan-Beck advertising, commissioned the firm to modernize her kitchen throughout.

kitchen modernization, excluding plumbing and wiring of electrical appliances. Working closely with the home-owner to learn his needs or how his kitchen lay-out may be rearranged for greater efficiency and beauty, the firm never stops revising and re-sketching the plan until it is convinced that the customer is thoroughly satisfied.

Wood cabinets are made in

Bryan-Beck's own shop when not obtained from a nearby millwork jobber. No metal cabinets are handled.

Jobs are priced from \$300 to \$1,500 — depending on their size and the customer's budget and ideas — stainless steel sink, plastic counter tops, casement windows, linoleum floor covering, (See KITCHEN PROMOTION page 77)



Bryan-Beck Building Materials in Staunton, Va., assumes complete responsibility for every kitchen remodeling job awarded it. Bryan, above, first makes certain that cabinet



hardware has been correctly installed, and then supervises an operation by one of his workmen. Meticulous checking, he maintains, helps guarantee customer satisfaction.

Pole-Type Construction Slashes Warehouse Costs

»» **Providing two** to three times the available storage and work areas for the construction dollar, pole-type buildings offer a practical answer to the problems of modern commerce and industry brought about by the necessity for expansion, the high cost of

construction, and the storage of capital funds.

The Gobble-Fite Lumber Company in Decatur, Alabama, is one of the many firms throughout the South that recently resorted to this economical and fast form of warehouse construction. It slashes



building costs as much as 50 per cent. Many firms have completed such sheds and warehouses for as little as \$1.00 per square foot, without built-ins and furnishings.

The Gobble-Fite warehouse is 90 by 120 feet, and 36 feet high. The pressure-treated creosoted (See POLE CONSTRUCTION page 80)



Photos courtesy of U. S. Steel Corp., Coal Chemical Division.

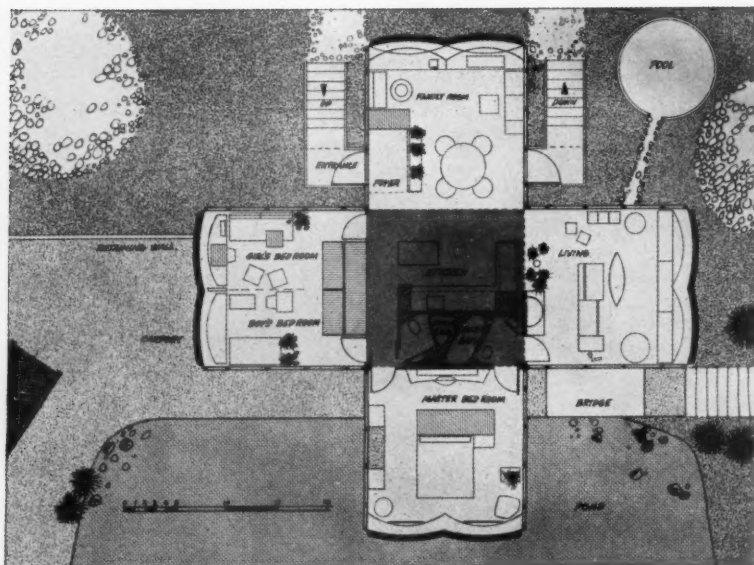
This large pole-type warehouse of the Gobble-Fite Lumber Company in Decatur, Ala., has proven so economical and satisfactory, Jack Fite, above, says his firm would use pole construction for any other warehouse needed. He stands by one of the 21 42-foot creosoted poles used as the foundation frame for this 90x120-foot building. Photo at left shows details of framing for end wall enclosed with galvanized siding, and of the 45-foot roof trusses and pole connectors.





How Monsanto Chemical Envisions

A 'Typical' Home—1967 Style



The unique compound curve which characterizes Monsanto's "House of the Future," above, is dramatized in this night view of its site in Disneyland Park, Anaheim, Calif. The house features four curved wings, cantilevered from a central utility core.

The floor plan shows family and living rooms, master bedroom, and children's wings suspended from the central core, which accommodates kitchen and two bathrooms. Cross shape assures full daylight in every room, reduces inter-room noise, and provides added privacy for various activities of the complete family unit. It represents 12 years of intensive research.

»» **How the typical American family** of four will live 10 years hence has been dramatically forecast in Monsanto's "House of the Future." It was opened recently in the Tomorrowland area of Disneyland Park in Anaheim, California.

The curved and winged cantilevered plastics shell and its five rooms containing furnishings and equipment of advanced design are the result of more than three years' study and effort by the Monsanto Chemical Company and 12 co-operating companies in the building supply and home equipment field.

R. K. Mueller, Monsanto vice-president and general manager of its Plastics Division, called the project "a creative multi-company effort, unique in the evolution of housing." He said its purpose is to explore the utilization of the special properties of plastics to enhance the economy, convenience, and beauty of homes of the future.

This "House of the Future" was designed as part of a continuing plastics-in-building research project sponsored at the Massachusetts Institute of Technology by Monsanto's Plastics Division.

Basis of the design is a massive, but gracefully curved, hollow plastics section, 8 by 16 feet, which forms ceiling, wall, and floor. In the first demonstration and test house, 16 modules are cantilevered from a 16-foot-square utility core to form four 16-foot-square wings. The utility core contains baths, kitchen, laundry, and heating facilities.

For the first time, Mueller said, the basic structure of a house is equal in design and engineering to its assembly-line manufactured furnishings and equipment.

The Disneyland site, he said, offers an excellent opportunity to demonstrate that plastics structures and furnishings can stand heavy and constant use, and also to obtain large-scale reactions from the professional and general public for guiding future efforts.

Some of the products and components for "the home of the near future" now on view are:

"Atoms for Living Kitchen," irradiated food center, including microwave cooking and ultra-sonic washing, by the Kelvinator Division of American Motors Corp.

Telephones by the Bell Telephone System with pre-set and push-button dialing, hands-free speakers and transmitters, and front-door viewing screen.

(See 1967 HOME page 76)



Family food center, at top, has been styled deliberately not to resemble a kitchen (in present-day terms) when not in use. It is the world's first kitchen to make special provision for foods preserved by atomic energy. Other features include a freezer and refrigerator units which lower from cabinets at the touch of a button and disappear behind plastic paneling when not in use. An electronic range is concealed beneath the main counter area, and a work "island" in kitchen center houses the communications center and ultra-sonic dishwasher.

The family living area, above, is viewed from the kitchen and carries a feeling of informal elegance. The main entry to the house (left) is separated by a colorful laminated-glass screen.

Building Expansion Balloons

By L. H. HOUCK



The glass-block order counter, above, of the Gray Lumber Co. in Beckley, W. Va., is inlaid with ceramic tile, combining efficiency with good appearance. It stretches across the rear of the store, accommodating numerous customers simultaneously. Note use of luxurious chromium stools for waiting customers to peruse home-planning books from counter book-rack.

The company's new building, below, fronts a busy highway. Lumber shed, on right, flanks both a driveway and a street and is accessible from both sides.

» With parking facilities to rival a supermarket and floor space that would do credit to a department store, the new building of the Gray Lumber Company in Beckley, West Virginia, has chalked up a magnificent record for its first year.

Owned by Thomas Lee Gray, the business was originally located in other quarters about 10 years ago. The firm began operation about a year ago in the new building at a new location.

Store traffic tripled almost immediately, and sales volume took a tremendous leap, permitting large quantity-buying at greater discount.

The addition of new lines of plastic wall tile, refrigerators, ranges, and kitchen cabinets has attracted new customers who are now exposed to more new displays on increased floor space.

The new building is a 135 x 110-foot one-story brick and concrete structure on a one-acre site.



This Dealer's Sales Volume

A glass-block order counter is located across the rear of the store, while a modern desk for a bookkeeper and receptionist is placed near one entrance, so that customers may be easily directed to a proper department and obtain other necessary information. To this desk also come telephone calls which can be directed to the proper person.

Gray's private office is both inviting and modern with comfortable settee and magazines. Here, contractor-customers and others may conduct business or consummate financial details in private. A good view of the sales floor is provided from this office through a glass window.

The importance of parking space in an area where such was always at a premium has been amply demonstrated by the resultant traffic increase, along with a zooming remodeling and alteration business.

This increase may be attributed to the added parking space, as well as to the easy-to-reach loading docks behind the building and on two sides of the firm's main lumber shed.

High loading truck docks are provided at the rear for company delivery trucks. Customers also use them when loading their own trucks.

Another new store feature is a garden department which carries all supplies necessary for lawn (See NEW W. VA. STORE page 81)



Additional floor space in the new building gave Gray the opportunity to take on new lines and display them to their best advantage. Top photo shows how Gray creates a dramatic display of kitchen cabinets, sink, range, refrigerator to emphasize a background of wall paneling, each item of which is handled by the company.

One popular new Gray department, above, is the plumbing display. It includes all types of bathroom fixtures, shower bath stalls, and water heaters. Note how each item is conveniently priced and defined on a small sales card.



NRLDA PANELS IN FULL SWING

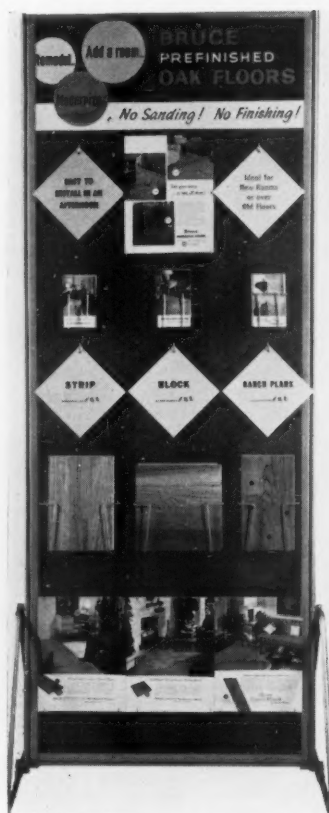
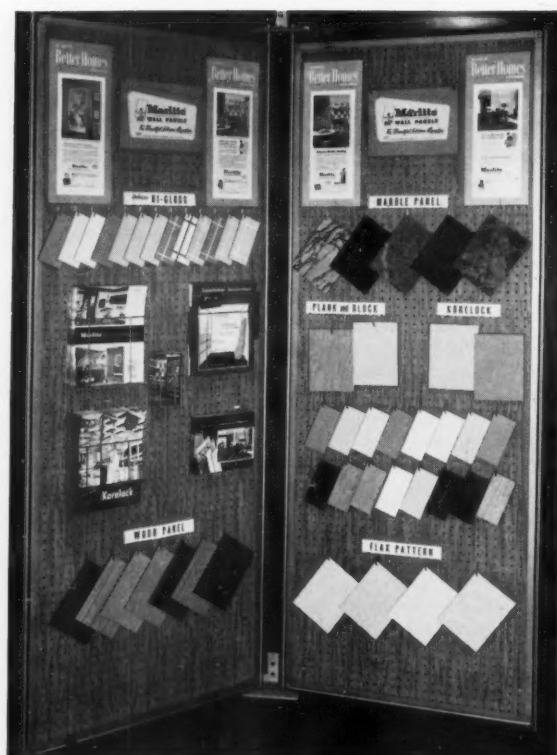
MOUNTED singly or swinging on special racks, 30 x 80-inch panels display products so they are easy to see, easy to examine, and very easy to buy — all in a little space.

Proposed and promoted by the National Retail Lumber Dealers Assn., this plan has already been widely accepted. Dealers purchase the display rack and provide panels and attachment hooks. Cooperating manufacturers design their display materials for use on these panels.

Pictured on this page are panels made from kits distributed by the Wood Conversion Co., Marsh Wall Products, E. L. Bruce Co., and Johns-Manville. The kits include product samples and cross-sections, slogan cards, signs, literature, space for dealer prices and stock sizes, photographs, installation instructions.

Each kit is complete, ready to apply, and includes a layout sheet showing the most effective way to mount the material.

More than 4,000 dealers have already adopted these NRLDA display panels as a simple, inexpensive way of merchandising many products. Dealers like them because they tell a complete story, pre-sell waiting customers, and save selling time. And the panels take up relatively little space in a store.



Training Employees Nets Him Dividends

By HARRY J. MILLER

»» **The weakest cog** in the mechanics of building-supply retailing usually is the sales staff; and no company can be any stronger than its least efficient employee.

Such is the unshakable conviction of Horace C. Lewis, owner of the Lewis Lumber Company of Bradenton, Florida, a leading building supply establishment in this sun-washed area for 35 years. And Lewis' conviction is likewise upheld by Walter C. Reinhardt and Jack Shinn, company manager and vice-president, respectively.

Shinn maintained that more sales are lost because of poorly-trained personnel than can be

obtained from the "hottest" advertisement. "Why waste time, effort, and money in setting up a building supply area, only to have sale after sale lost because of unqualified or disinterested salesmen?"

Asserted Reinhardt: "Why, we'll gladly sell a customer a single bolt to instill the habit of trading with us. My salesmen are as courteous to a person making a small purchase as they are to large-volume contractor - buyers. Small purchases, after all, often lead to the big jobs."

So this firm has thoroughly convinced itself that only trained workers will serve its purpose. And training they get.

For example, the firm paid for the enrollment of its salesmen in



Horace C. Lewis, above, owner of the Lewis Lumber Company in Bradenton, Fla., pays for special training courses for his employees and this pays off in greater sales and more profits. Lewis sells more than \$1,000,000 of building supplies each year. Salesmen are trained to find out what the customer plans to do with a sought item so they can sell related items needed for the job.

A Lewis salesman is seen below up-grading a sale at a departmentized display in the modern Florida store.

a Dale Carnegie course on winning friends and influencing people. Lewis considers the \$50 fee per man an excellent investment for improving customer relationships. He paid \$25 apiece, in addition, for salesmen to enroll in direct selling and retailing classes at the University of Florida.

Similarly, Lewis Lumber Company employees take correspondence courses in blueprint reading, estimating, and building construction from the International Correspondence School, for which the firm pays \$75 per worker. The men attend sessions on their own time, with their diligence records readily checked periodically by company officers.

This study has the effect of alerting each man to adroit questioning of customers who come in for minor purchases or to seek information. The educational program paid for by this dealer has borne fruit.

"A customer wanted to see a house plan," related Shinn, "and nothing in our plan books suited him. On his own time, and by questioning the customer, the salesman drew up plans and specifications and sold him \$7,000 worth of material. Counting other items, like concrete blocks and



cement, we sold this account \$10,000 in all.

"A man may come in for a piece of plywood. The alerted salesman who waits on him, elicits information that he intends to build a playroom. This provides an opportunity to sell him everything he'll need.

By pointing out the immensity of the task for a Do-It-Yourselfer, the salesman may suggest services of an able contractor whose name is kept on file.

"We know our contractors, so we know who may be interested in a job," said Shinn. "Some contractors won't take alteration work; others dislike new work; and since we keep tabs on their size, we can quickly locate one who is willing to drive a truck out to install a single door, a profitless chore to a sizable builder.



Modern delivery trucks, fork-lifts, and other mechanical handling equipment permit Lewis employees to speed orders to contractors and home-owners. The special truck, above, accommodates combinations of materials for small jobs, including sacked goods on the deck in front of truck cab. Note roofing display atop lumber shed.



"We keep 10 contractors busy doing nothing but remodeling work," said Shinn. "If a customer is dissatisfied, or a hassle occurs, we're inclined to favor the contractor, since he is busy and he keeps us busy, the year 'round."

But this firm, grossing a million dollars yearly — \$200,000 of it in remodeling work — will often pour oil on troubled waters of a dispute, considering dollars thus (See PERSONNEL TRAINING page 82)

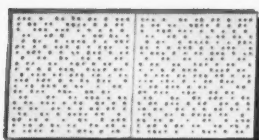


The bright front and entrance to the Lewis Lumber Company office and salesroom in Bradenton, Fla., are seen at lower left. Note sign by door stating office hours.

The Lewis salesroom features built-in displays of windows like that at left. Such displays, including aluminum sliding doors installed between accounting and loan departments, help Lewis salesmen to speed selection of supplies and enlarge sales.

QUIET-ZONING

**EVERY HOME NEEDS IT...ANYONE
CAN DO IT...YOU CAN SELL IT...NEW
IDEA IN CEILING TILE BY CELOTEX!**



Your customers—from the do-it-yourselfer to the biggest builder—will welcome this “peace and quiet” idea from the originator of noise-quieting fiber tile. Break the sound barrier to bigger, quicker sales. This exclusive *linear-random* perforated ceiling tile helps “zone-off” noise. Put the sales-making power of the Celotex Quiet-Zone idea to work, for you!



Cuts Costs Three Ways! (1) Needs no decorating! (2) Material cost is low! (3) TWINTEX* (12x24 cross-scored) goes up faster, covers twice the area with one tile (also available 12x12 size bevel butt or “E-Z” joint).

Sells On Sight and Sound! Patented *linear-random* perforated design. More restful, more pleasing to the eye! New, exclusive, really white finish! And your customers will appreciate the way it puts a hush on noise!

*Reg. U. S. Pat. Off.

A complete line of building products, nationally advertised under one famous name

INSULATING SHEATHING • ASPHALT ROOFING • MINERAL WOOL • FLEXCELL* • PERIMETER INSULATION AND EXPANSION JOINT FILLER • INSULATING ROOF SLABS • GYPSUM PRODUCTS • HARDBOARDS • INSULATING SIDING • CEMESTO* STRUCTURAL INSULATING PANELS • INTERIOR FINISHES • AND OTHERS

For Complete Information Contact Your Celotex Representative

Sales come easier when you feature genuine

CELOTEX

REG. U. S. PAT. OFF.

BUILDING PRODUCTS

THE CELOTEX CORPORATION • 120 SOUTH LA SALLE STREET • CHICAGO 3, ILLINOIS

Directors of Southern Sash and Door Jobbers Assn. Convene



OFFICERS and directors elected or re-elected at the 22nd annual meeting of the Southern Sash and Door Jobbers Assn. in Memphis, Tenn., June 10-11, are caught in session in the above photograph.

They include:

Left to right, around back of table: C. C. Landskroener, Delmarva Sash & Door Co., Inc., Barclay, Md.; R. T. Edwards, Central Woodwork, Inc., Atlanta Ga.; R. E. Elsberry, Standard Lumber Co., Pine Bluff, Ark.; Wallace F. Green, Nashville Sash & Door Co., Nashville, Tenn.; J. R. Druhan, McPhillips Manufacturing Co., Inc., Mobile, Ala.; Marshall T. Steves, Steves Sash & Door Co., San Antonio, Tex.; Joe Davidson, Davidson Sash & Door Co., Inc., Lake Charles, La.; Vice-President J. W. Zuber, Zuber Lumber Co., Atlanta, Ga.; President F. R. Weddington, Wm. Cameron & Co., Waco, Tex.; Secretary-Treasurer Thomas Birchfield, Memphis, Tenn.; P. L. Ullom, Sweetwater Sash & Door Co., Sweetwater, Tex.; James M. Green Jr., Palmetto Sash & Door Co., Inc., Orangeburg, S. C.; Carlton Wyche, Wyche & Co., Dallas, Tex.; Harold McNabb, Wm. Cameron & Co., Wholesale, Waco, Tex.; Walter L. Reints, Reints Sash & Door Co., Oklahoma City, Okla.; Milton P. Schaefer, Central Woodwork, Inc., Memphis, Tenn.; and Ralph M. Smith, Becker Builders Supply Co., Wilmington, N. C.

Inside left of table, front to rear: P. A. Ellis, M W Distributors, Rocky Mount, Va.; B. J. Wheless, Allen Millwork Manufacturing Corp., Shreveport, La.; Wayne Lowrey, Cole Manufacturing Co., Memphis, Tenn.

Inside right of table, front to rear: Wilber R. Davis Jr., Krauss Bros. Lumber Corp., Tampa, Fla.; T. L. Vincent, Binswanger & Co., Inc., Richmond, Va.; T. E. Addison Jr.

Addison-Rudesal, Inc., Atlanta, Ga.; Charles R. McKee, Gulf States Plywood Co., New Orleans, La.; and J. Reese Jones Jr., Victoria Sash & Door Co., Inc., Shreveport, La.

John M. Dickerman, executive director of the National Assn. of Home Builders, Washington, D. C., told the sash and door jobbers why easing of credit and mortgage terms was essential to meet the needs for new homes.

Don Moore, executive director of *Operation Home Improvement*, New York City, urged the industry to help make it easier for dealers to offer a packaged home improvement plan so customers won't have to "deal with a dozen contractors on one job."

In a jobber workshop, three panel sessions attracted high interest and prolonged discussion.

Many items of expense need more attention now, and it is just as important to have expense control in good times as in bad times, Manuel F. Harris of Waco, Tex., declared. He appeared on an expense control panel with J. R. Druhan, Mobile, Ala., and B. J. Wheless, Shreveport, La.

R. T. Edwards of Atlanta, Ga., urged close dealer processing for credit risks. Joe Davidson of Lake Charles, La., advocated tightening of credit to dealers and the exchange of credit information by jobbers to avoid unnecessary losses. They appeared on a credit control panel with Carlton Wyche of Dallas, Tex.

Customers must be sold on value — there's no short cut to sales success, D. K. Covington Jr. of Baltimore, Md., declared in discussing sales training programs. The "right attitude" by salesmen is even more important than product knowledge, T. R. Armstrong of St. Louis, Mo., said. Each salesman must be trained to adequately analyze the ac-

counts he calls upon, W. Horace Woods of Houston, Tex., said. They appeared on the sales training panel.

The annual winter meeting of the Southern Sash and Door Jobbers Assn. will be held December 2-4 at the Hotel Roosevelt in New Orleans, La.

STRICTLY WHOLESALE

EL PASO, TEX.: Capitol Products Corp. has appointed the **Blankenship Wholesale Lumber Co.** and the **Logan Lumber Co.** distributors of its aluminum doors and windows in the El Paso area.

HAYS, KAN.: Armstrong building products has appointed **Wedell, Inc.** a wholesale distributor. Wedell has offices in Hays and Great Bend, Kan.

CHARLOTTE, N. C.: The **Miller Millwork Corp.** has been appointed wholesale distributor for Armstrong building products here.

ST. LOUIS, MO.: **Robinson Wholesale Building Supply Co., Inc.** has been appointed distributor for the Corrugated Division of the L-O-F Fibers Co. With headquarters in the Time Building, this firm services retail yards throughout the St. Louis area.

WEST PALM BEACH, FLA.: **Stanley Building Specialties Co.** has opened a new branch warehouse on Congress Avenue here. It contains 7,000 sq. ft. of working and storage space. Paul F. Cass has been appointed manager of the new warehouse.

KANSAS CITY, MO.: Ralph L. Smith has been elected to the board
(Continued on page 50)

*Cantor and Goldman express
their pride in the eye-pleasing
effect achieved by*

FLINTKOTE Thikbut Shingles and FLINTKOTE Asbestos Siding

that helped make Fleetwood Park a

500 unit sellout in 5 months

"We give credit to the architects and designers, of course; but what people see is the Flintkote roofing and siding that set off the lines of the good looking ranch and two-story and split level houses—that make Fleetwood Park the commercial success it is today."

Those words of praise from Saul Cantor and Paul Goldman, the builders, carry a message to you . . . and to every builder, contractor and dealer who is aware of the importance of clear-through quality, a wide color range in popular tints and the outstanding *beauty* that wins plaudits from everybody.

You'll find buyers recognize FLINTKOTE quality and appreciate FLINTKOTE beauty. It pays to promote FLINTKOTE products, as featured in "BEST in the HOUSE" in Good Housekeeping.

Phone your FLINTKOTE supplier and have him show you the FLINTKOTE promotional material that helps influence prospects for your properties.

THE FLINTKOTE COMPANY, BUILDING MATERIALS DIVISION
30 Rockefeller Plaza New York 20, N. Y.



FLINTKOTE Thikbut 12" Strips go on in jigtime. The interesting colors harmonize with and set off the FLINTKOTE Asbestos Siding on houses in this fast-selling New Jersey development.



FLINTKOTE Asbestos Siding with Dura-Shield—Silicone finish provides "color interest" and a lifetime of protection against water and fire. The water repellent Dura-Shield silicone treatment sheds moisture like a leaf.



FLINTKOTE



...Style and Color Leader since 1901

FRY

"3-D" ROOFING



New FRY "3-D" "Shado-Bilt" Roofing has natural slate dark colored top strip, with tabs in your choice of 13 gorgeous colors. When brightly colored tabs overlay dark slate strip, the black showing through the tab cutouts makes the shingles look 3 times thicker. Roof has wonderful massive appearance!

SHADOW-BILT

290-LB. ASPHALT SHINGLE

FRY's sensational *new look* in roofs can be easily identified from fully a block away. So distinctive in appearance, so strikingly beautiful, that it calls out to passers-by: "Here's the roof *you* want for *your* home—a different-looking roof that friends and neighbors will admire and envy!"

It's nationally advertised in influential magazines—which, of course, paves the way to easier sales for you.



FULL-VALUE BONDED FOR 20 YEARS!

Beauty spearheads many a sale for many a product—but the *shaft* of your sales-weapon, where the real "heft" lies, is in performance. The time proved *performance* of FRY ROOFING has made the Lloyd A. Fry Roofing Company the world's largest manufacturer of asphalt roofing and allied products. That's an important point to pound home to your prospects.

But the *clincher* is Fry's exclusive FULL-Value, 20-Year Bond—the *only* bond in the industry that covers labor costs as well as materials, in the event of specified roof failure.

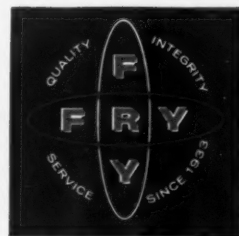
There's so MUCH to the Fry story—so much that can spell more P-R-O-F-I-T for you—that we suggest you get full details from the Fry plant nearest you, or write direct to our General Offices, TODAY!

LLOYD A. FRY ROOFING COMPANY

GENERAL OFFICES: 5818 Archer Road, Summit (Argo P.O.), Illinois

*World's largest manufacturer of asphalt roofing and allied products—
19 roofing plants strategically located coast to coast*

ROOFING PLANTS: Summit, Ill. • Portland, Ore. • Houston, Texas
Morehead City, N. C. • Compton, Cal. • Kearny, N. J. • Detroit, Mich.
Irving, Texas • Minneapolis, Minn. • York, Penn. • North Kansas City, Mo.
Brookville, Ind. • Jacksonville, Fla. • San Leandro, Cal. • Stroud, Okla.
Memphis, Tenn. • Robertson, Mo. • Waltham, Mass. • Fort Lauderdale, Fla.



of trustees of Westminster College, Fulton, Mo. He is president of the Ralph L. Smith Lumber Co.

Wiegand Heads National-American Wholesalers

Martin T. Wiegand, president of Martin Wiegand, Inc., Washington, D. C., is now president of the National-American Wholesale Lumber Assn. He succeeded J. Philip Boyd of Chicago at the recent annual meeting in Bretton Woods, N. H.

Other new officers are Donald R. Meredith of Madison, Conn., first vice-president; J. Ward Allen of Vancouver, B. C., Canada, second vice-president; and Sid L. Darling of New York City, executive vice-president and secretary.

Over 350 men and women attended the annual NAWLA meeting. The 1958 convention will be held at the Broadmoor Hotel in Colorado Springs, Colo.

McDonald Heads Miami Division for Logan



CLARK E. McDONALD, above, former vice-president and sales manager of Central Woodwork, Inc., in Memphis, Tenn., now is vice-president and general manager of the Miami division of the Logan Lumber Co. of Tampa, Fla. Logan wholesales a full line of lumber and related building products.

McDonald previously had been a sales official of a Memphis furniture manufacturer, secretary-treasurer of the Southern Sash and Door Jobbers Assn., and director of the Central Atlanta Improvement Assn. in Georgia. He served as president of the Memphis Hoo-Hoo Club.

More Steel Kitchen Cabinet Sales Seen

An increase in sales of steel kitchen cabinets this year was forecast for the industry in the face of a tight mortgage money situation, a drop in housing starts, and a strong competitive market.

C. K. Reynolds Jr., president-elect of the Steel Kitchen Cabinet Manufacturers Assn., told members at the recent annual meeting at White Sulphur Springs, W. Va., that the industry would sell an estimated 3,100,000 units worth about \$175 million at retail in 1957. This would compare with 1956 sales of 3,000,000 units valued at \$170 million.

Reynolds is manager of steel kitchen sales, Republic Steel Corp., Canton, Ohio. He succeeds R. A. MacNeille, president of the St. Charles Manufacturing Co., St. Charles, Ill.

R. W. Sponholtz was named vice-president of the association. He is vice-president of the Geneva Modern Kitchen Division of the Acme Steel Co., Geneva, Ill.

New directors elected are: Guy Curtis, Kaiser Metal Products, Inc.; C. A. Reinbolt Jr., Kitchen Division, Whirlpool Corp.; and M. L. Ondo, Youngstown Kitchens Division of American Standard.

Continuing as board members are: Marvin J. Berz, Marvel Metal Products, Inc.; Frank M. Crook, Toledo Desk and Fixture Co.; and M. W. Pender, American Kitchens Division, AVCO Mfg. Corp.

McKinney Names Hogan

James T. Hogan has been named Florida sales representative for the McKinney Manufacturing Co. of Pittsburgh, Pa., manufacturer of builders hardware.

Edward G. Kornegay, McKinney's Southeast representative since 1953, has added Atlanta to his territory, which includes North and South Carolina, Georgia, and east Tennessee.

Outlook Good for Asbestos-Cement Sales

Despite the downswing in new home construction, the asbestos-cement industry will have one of its best sales years, Robert J. Tobin predicted at White Sulphur Springs, W. Va., on his recent election as president of the Asbestos-Cement Products Assn. Tobin is chairman and president of the Tilo Roofing Co., Inc., and Atlantic Asphalt & Asbestos, Inc., of Stratford, Conn.

He based his prediction on the

many new products, designs, and improved application methods developed by the industry in the past 18 months. He cited an expected increase in residential housing in the year's second half and a near record year for home modernization.

W. W. Hildinger, vice-president of National Gypsum Co., was elected vice-president of the association. Melvin W. Searls of the Flintkote Co., was elected assistant to the treasurer. H. H. Whittemore, general sales manager of Flintkote, was re-elected treasurer. Chester C. Kelsey continues as executive secretary.

Baldwin-Hill Purchases Federal Co. in Oklahoma

The Baldwin-Hill Co. of Trenton, N. J., has purchased the Federal Building Materials Co. of Sand Springs, Okla., and will operate the company as a wholly-owned subsidiary. Baldwin-Hill is one of the largest exclusive manufacturers of spun mineral-wool insulation products.

Acquisition of the Sand Springs plant, near Tulsa, marks a further step in the expansion of Baldwin-Hill's Southwestern operation. Located between Baldwin-Hill's Huntington, Ind., and Temple, Tex., plants, the new plant will bring most areas in the Midwest and Southwest within shipping proximity.

Carl Lockner, vice-president of the Federal Building Material Co., has joined Baldwin-Hill as Southwest sales manager.

Emerite Buys Control of Southern Plaswood

The Emerite Corp. of Jackson, Miss., has purchased controlling stock of the Southern Plaswood Corp., particle board manufacturers of Hope, Ark.

Under the new ownership, the Plaswood plant will be enlarged and additional equipment will be added for production with the Emerite process as well as Plaswood's present process. Plans include the doubling of Plaswood's manufacturing facilities within two years.

New officers of the Southern Plaswood Corp. are Wade Hollowell, president; S. D. Camper Jr., executive vice-president; Richard C. Williams, vice-president and treasurer; Ed Ogran, vice-president and plant manager; and Gordon Bayless, secretary and assistant treasurer.

Providing More Light for Modern Living...



Brighter homes mean happier homes . . . a sound reason why Vent-A-Wall and Lif-T-Lox ROW wood window units are the preferred buys for maximum light, full ventilation and long life. These nationally advertised window units are ideal for remodeling or for new construction . . . and the "Do it Yourself" man likes them for their ease of painting and installation.



The increasing use of color inside the homes of today demands the full benefits of daylight for maximum beauty and brighter living. Vent-A-Wall and Lif-T-Lox ROW units combine the beauty of wood with maximum light areas for harmonious blending with all modern home designs. In addition, their removable features reduce breakage during construction.



Other products of
MW Distributors include a wide variety
of quality building materials and supplies

ASK ABOUT OUR MERCHANDISING PLAN TODAY!

WHAT'S NEW in Building Trends

Alternatives for Septic Grade Boards

A technical report stating that grade boards are not needed in residential septic tank absorption fields has been published by the Building Research Institute. FHA has revised its MPS to agree.

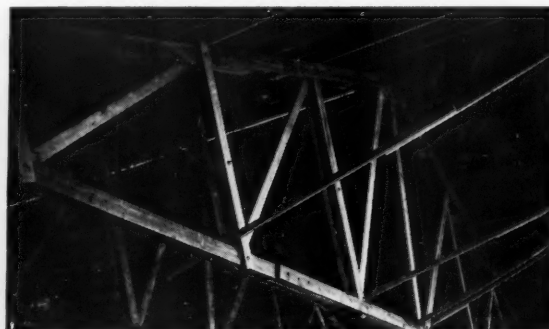
Titled "The Use of Grade Boards in Individual Household Absorption Field Trenches," the report suggests these alternatives:

1. Batter boards, erected above the trench, with cord or wire stretched across the boards to define a desired line and grade.
2. Aggregate filled evenly to the top of grade stakes set in the trench bottom.
3. Simply leveling the aggregate to the desired grade with a straight edge and level.
4. Setting the pipe line with a sight rod and grade string as a guide.
5. Placing aggregate to desired depth and using a grade string set taut in the trench with a level attached.

Timber Roof Trusses Reduce Costs

Timber roof trusses were used at a saving of 43% of cost estimates received from competitive materials in Olin Mathieson's new hardwood flooring plant in Shreveport, La.

Thirty-four 70' span Belgian timber roof trusses were fabricated by the owners for 45,500 sq. ft. of post-free, clear-span working area.



Key to the economy of modern timber trusses are Teco Wedge-Fit split ring connectors placed at each joint. They provide the thousands of pounds of strength needed to carry the roof load by spreading loads evenly throughout the joint area.

These roof trusses were fabricated on the job. The owner used design, engineering, and fabrication data available to users of Teco products from the Timber Engineering Co., Dept. SBS, 1319 18th Street N. W., Washington 6, D. C.

For "Better Ways," turn to pages 4-5.

"AMERICA'S MOST POPULAR SCREEN!"

Loxgreen

Loxgreens pull in as well as down fit closely and stays tight giving perfect closure to any installation. Insist on Loxgreen products for quality, service and competitive prices.

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Diagram labels:
- simplified top hanger with one plate unit
- extra length here for shortening or lengthening

ASSOCIATION ACTIVITIES

Georgia Dealers Name Drews Secretary



ELECTION of Herbert G. Drews of Cave Junction, Ore., above, as executive secretary of the Building Material Merchants of Georgia, is announced by Ed H. Chambers, president of the Georgia dealer association.

Drews began work on July 15 in the new offices of BMMG at 610 Glenn Building in Atlanta. He succeeds the late Joseph G. Rowell, who served the organization as counselor. Sharing the Glenn Building offices are the Atlanta Building Material Supply Assn., Inc., of Atlanta and the Southern Woodwork Assn.

A native of Clinton, Iowa, Drews attended high school there and then worked as an apprentice for the Curtis millwork manufacturers. Moving to Los Angeles, Calif., he studied accounting in a business college and then served 12 years as a wholesale salesman of millwork and lumber. He also did some association work there.

For the past 10 years he was partner in a retail lumber business in Cave Junction. He moved to Atlanta to represent a West Coast lumber products firm.

Drews and his wife have three young married daughters and a married son who now is in the U. S. Navy. Drews is a member of the Lutheran church, a Mason and Shriner. His hobby is playing the accordion.

"With this experienced businessman as executive secretary of the Building Material Merchants of

Georgia," President Chambers said, "we feel sure that all members will receive full assistance with their mutual problems and the many services of our association."

Mathes Succeeds Goldsmith

Joseph T. Mathes was recently installed as president of the Lum-

bermen's Club of New Orleans. He succeeds Bernard Goldsmith.

Other officers include Harry Cohen, vice-president; E. B. Baldinger Jr., secretary; and M. J. Ullrich, treasurer.

New members of the board of directors are Ben L. Johnson, Hubert J. Walker, Louis Good Jr., Norbert W. Markel, Elm Wood, R. F. Mes-tayer Jr., Carleton Maier, C. James Nielson, and J. E. B. Ransome.

COMING IN OCTOBER . . .

Reading for Real Profit

Don't miss the important Winter Merchandising issue of SOUTHERN BUILDING SUPPLIES. It will be packed with ideas, suggestions, and case histories showing how you can improve your profit picture, even when Jack Frost is just around the corner.

Among the subjects to be featured in this issue are: Profitably Promoting Home Improvement Sales, Big Business in Packaged Repair Jobs, Concentrating on the Farm Market, How We Plan to Keep Up Our Sales Volume This Winter, Advertising and Displaying Christmas Specials, Selling Toys and Gifts for Double Dividends.

The regular SBS news and aid departments will be slanted to the winter merchandising theme. All this will stimulate your plans for more profitable business this winter.

In addition, the October SBS will carry a roundup of the latest in materials handling equipment for cutting dealer operating costs.

So, be sure to intercept your copy of the October SOUTHERN BUILDING SUPPLIES — and digest its ideas in behalf of your business!



SOUTHERN BUILDING SUPPLIES

a W. R. C. Smith Publication

806 Peachtree St., N. E.

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NRLDA Exposition Offers Wide Choice of Clinics

THE National Retail Lumber Dealers Association has scheduled four days of clinics and demonstrations for its 1957 Building Products Exposition to be held November 4-7 in Philadelphia.

Each of the ten clinics and three demonstrations will either be planned specifically for smaller dealers or will appeal to all dealers regardless of sales volume.

The demonstrations will feature new developments in materials handling, a retail merchandising center, and methods of merchandising Lu-Re-Co component construction methods. All will be held at Philadelphia's Trade and Convention Center, where the product exhibits will be located.

The components clinic will be repeated four times on two days. The store merchandising clinic, which will analyze the basic principles of store planning and operation, will be a continuous feature on each of four days. The materials handling demonstration will be conducted each day at two locations—the Convention Center and the Delaware River docks where the unloading of ocean-going lumber vessels will be in progress.

The other clinics are to be breakfast and luncheon features, with the exception of one entitled "How to Compete Successfully with Cash and Carry Competition," which will be held after luncheon on Monday, at the same time as another clinic entitled, "Short Cuts to Accurate Estimating."

There will be one luncheon clinic on the other three days, as follows: Tuesday, "Fifty Profit Pointers—New Gimmicks that Make Money"; Wednesday, "Planning Profits for the Small Yard"; and Thursday, a construction industry luncheon to which builders, contractors, architects, lenders, and other factors in the building industry will be invited to hear a program on the "Outlook for Construction."

The breakfast program on Monday will feature a preview of the four day program by Exposition officials. Tuesday morning two clinics will be devoted to "Top Management Problems and Their Solutions," one for smaller dealers and the other for those with a larger sales volume.

Wednesday morning will also have two breakfast clinics, the subjects being "Making Kitchen Modernization Pay" and "Getting Results with Personnel Training."

There will be a choice of two breakfast clinics on Thursday also. One is entitled "Developing Housing Sites and Working Smoothly with Builders and Contractors." The second will be devoted to "Getting Architects to Specify Lumberyard Materials."

Breakfast clinics will be held at the two hotels serving as joint-head-



CAVES

COLLINS

NOWELS

These three lumber dealers will figure prominently in the NRLDA Building Products Exposition in Philadelphia, November 4-7. All have been appointed to key convention positions by General Chairman Paul V. DeVille. Stuart S. Caves Jr. of Honeoye Falls, N. Y., is chairman of the Materials Handling Committee. Oertell Collins heads the exposition's Dealer Attendance Committee. He owns the Forest City Lumber Co., Savannah, Ga., and is a member of the NRLDA Executive Committee. Russell W. Nowels, Rochester, Mich., lumber dealer and national educational leader, will head the exposition panel on cost estimating.

quarters for the Exposition, the Warwick and the Penn-Sheraton, located just a few blocks apart. The luncheon clinics will be held in dining rooms at the Convention Center, adjacent to the Exposition floor.

Dealer Attendance Chairman Oertell Collins of Savannah, Ga., urges all dealers to make their hotel reservations now through the NRLDA Housing Bureau, Convention and Visitors Bureau, Juniper and Filbert

Streets, Philadelphia 7, Pa. Explains Chairman Collins:

"It is our announced purpose in this drive to convince every lumber dealer regardless of size that, for the sake of his own business success, he can't afford to miss the Philadelphia show.

"Our motto is 'Do yourself a favor . . . attend the NRLDA Building Products Exposition in Philadelphia, November 4-7.'"

Mid-South Dealer Convention Planned

The first annual Mid-South Convention and Building Material Show will be held at the Municipal Auditorium in Memphis, Tenn., March 31-April 2, 1958. It will be sponsored by the Tennessee Building Material Assn. in cooperation with Memphis wholesalers and jobbers.

Explained R. O. Brownlee, secretary-manager of the Tennessee association, "Our plans are to stage a meeting that will attract dealers doing business with the Memphis jobbers and wholesalers.

"We are arranging the following events to make attendance by dealers profitable: an auditorium full of the latest building-material exhibits; a complete model store; demonstration of all types of material-handling equipment; presentation of the new NRLDA sales training program, and panel discussions of timely dealer problems."

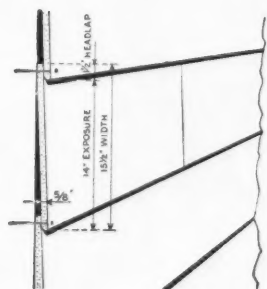
Brownlee said that "With this Memphis convention, Mid-South building material dealers can choose between exhibiting conventions in Atlanta, Louisville, New Orleans, and Kansas City. The Memphis wholesalers and jobbers serve between 500 and 600 dealers within 150 miles of Memphis."



The new, improved **HOMASOTE**

beveled siding

with 10 major-value features



The original Homasote Siding was successfully introduced 25 years ago—and found a quick acceptance. Then came World

War II and the diversion of our production to war housing. This was followed by a huge backlog of demand for Standard Homasote in 8' x 14' sheets.

Now a greatly increased capacity permits us to produce the new, *improved* Homasote Beveled Siding—with all the old qualities and some important new features.

On the score of Beauty, Homasote Beveled Siding offers...

1. Your choice of 14" or 10" exposures. Supplied in 16" and 12" widths—and in 12' lengths. Apply with at least one joint in every 18 L. F.
2. In either width, the same luxurious, deep shadow lines that add so greatly to architectural design.
3. Homasote Beveled Siding holds paint far longer than does wood—and thus retains its fine appearance for a longer period of time.
4. Because Homasote is split-proof and crack-proof, this siding is trouble-free.

On the basis of Serviceability, Homasote Beveled Siding offers...

5. On the lower inside of each piece, a 45° beveling estab-

lishes an efficient drip cap—a revolutionary, new feature that means prolonged life (as well as finer appearance).

6. Because Homasote is a dense, homogeneous fiber board, this method of siding adds greatly to the insulating value of the outside walls.

7. Because Homasote resists to a high degree the passage of air, heating bills are reduced.

8. Because of Homasote's great resistance to the absorption of moisture, the house is free from dampness and mildew.

9. Both the material and the method of application assure long life for the finished job.

10. Because Homasote is *weatherproof*, the siding need not be painted until convenient. Also—if weather causes an interruption in the application, there will be no weather damage to the pieces already applied.

On Pages 31, 32 and 54-57 of the newly-revised Homasote Handbook, you will find the **know-how** of Homasote Beveled Siding. If you haven't yet secured your copy, write for it today. In this 68-page handbook, architects, builders and dealers are finding a wealth of valuable information on all phases of frame construction. It took 46 years of experience and \$500,000 of intensive research to write this book. It is free for the asking. Kindly address Department H-12.

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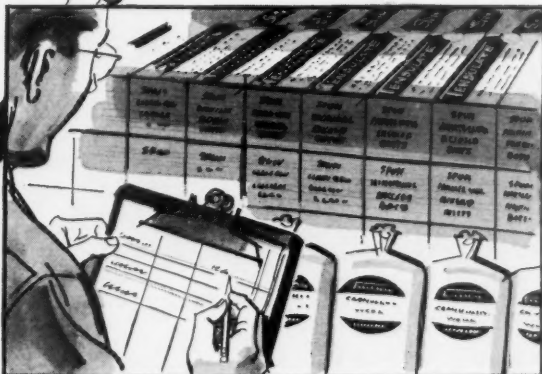
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Join the progressive dealers who handle Tensulate mineral wool and perlite—who take advantage of mixed shipments of both products and get fastest delivery in the South—truck shipments to many southern areas.

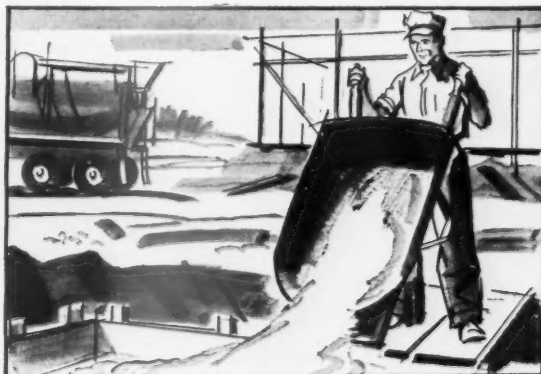
Tensulate spun mineral wool, equal or superior to *any* insulation in values delivered, is furnished as pouring wool, in full-thick, semi-thick or nominal batts, fully paper enclosed or aluminum foil reflective.

Tensulate perlite is the lightweight aggregate contractors prefer for both concrete and plaster. Special aggregate also available for transit-mix operations.

For the finest quality... the fastest delivery... the highest sales and profits, stock and sell Tensulate brand building materials.



Tensulate spun mineral wool, batts or pouring wool, delivers maximum value.



Tensulate perlite, for plaster or concrete, available for transit mixer use as well.

TENNESSEE



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Texas Has 14 Local Dealer Associations

Giant state that it is, Texas requires plenty of local associations of lumber dealers to cooperate in carrying on industry affairs effectively. A recent tabulation by Executive Vice - President Gene Ebersole of the Lumbermen's Assn. of Texas included 14 local associations of lumber dealers.

The associations and their current presidents are:

Beaumont Retail Lumber Dealers Assn., Homer V. Howell, Howell Lumber Co.

Brazos Valley Retail Lumber Dealers Assn., Jean E. Donaho, Varisco Lumber Co., Bryan.

Coastal Bend Retail Lumber Dealers Assn., Leon S. Loeb, Kaffie Lumber Bulk & Barites, Inc., Corpus Christi.

El Paso County Lumbermen's Assn., R. H. Milliken, Milliken Lumber Co., El Paso.

Fort Worth Lumbermen's Club, Paul Truitt, Jefson Lumber Co.

Galveston Retail Lumber Dealers, Harry Swiff, West End Lumber & Supply Co.

Lumbermen's Assn. of Brazoria County, Inc., E. L. Haynes, Haynes Lumber Co., Velasco.

Port Arthur Retail Lumber Dealers Assn., Cecil R. Burks, First Lumber Store.

Retail Lumber Dealers of Denison, James D. Corcoran, Perryman-Corcoran Lumber Co.

Retail Lumber Dealers Assn. of Houston, C. R. Delhomme, Delhomme Lumber Co.

Retail Lumber Dealers Assn. of San Antonio, Stanley E. Green Jr., Prassel Lumber Co.

San Angelo Retail Lumberman Assn., Zack Murray, Armstrong Bros. Lumber Co.

Valley Lumbermen's Assn., Marvin Kautsch, Kautsch Lumber Co., Alamo.

Mainland Lumbermen's Club, Hubert Hudler, Hudler-Moore Lumber Co., La Marque.

Dallas dealers have an Associated Lumbermen's Credit Corp., of which W. B. Oldham is president.

CONVENTION CALENDAR

SEPTEMBER 15-18: **International Concatenated Order of Hoo-Hoo.** Dinkler-Plaza Hotel, Atlanta, Ga. Annual convention.

OCTOBER 20-21: **Oklahoma Lumbermen's Assn.,** Municipal Auditorium, Oklahoma City. Convention and merchandising mart.

NOVEMBER 4-7: **Building Products Exposition of the National Retail Lumber Dealers Assn.,** Convention Hall, Philadelphia, Pa.

JANUARY 19-23: **National Assn. of Home Builders,** Conrad Hilton and Sherman Hotels, Chicago, Ill. Convention and exposition.

FEBRUARY 3-5: **Southeastern Dealer Convention and Building Material Show,** Biltmore Hotel, Atlanta, Ga. Co-sponsored by the Alabama, Florida, Georgia, and Tennessee dealer associations.

ATTEND INSTITUTE OF BUILDING MATERIAL DISTRIBUTION AT S. M. U.



TWENTY-EIGHT men attended the 15th annual institute of building material distribution at Southern Methodist University in Dallas. The 30-day industry training course was sponsored by the Lumbermen's Assn. of Texas.

Participants included: William O. Arflin, Zachary, La.; Charles A. Barns, Dallas, Tex.; Robert Joe Bergman, Lawton, Okla.; L. J. Byars, Burkburnett, Tex.; Barney Chad-

wick, Levelland, Tex.; Billy T. Crawford, Denton, Tex.; Edward D. Eidt, Natchez, Miss.

Billy J. Flowers, Bonham, Tex.; Glenn R. Harsdorff, Velasco, Tex.; Tracy L. Harrell Jr., Winnfield, La.; T. M. Hart, Rosenberg, Tex.; E. J. Iverstine, Winnfield, La.; Truitt Jennings, Wheeler, Tex.; Warren F. Keys Jr., Marshall, Tex.; Wesley McKee, Sulphur Springs, Tex.; Overton W. Miller, Alexandria, La.

Henry J. Prazak, Wallis, Tex.; Robert Lee Ressman, Goliad, Tex.; Billy Dale Rogers, Abilene, Tex.; Leonard D. Stone, New Orleans, La.; Donald Swayze, Elgin, Tex.; James H. Swinney, Perryton, Tex.; L. J. Thibodeaux, Abbeville, La.; Harold J. Trimble, Groves, Tex.; Max C. Ulmer, Alexandria, La.; Clarence Weinheimer, Fredericksburg, Tex.; David R. Willson, Floydada, Tex.; and Jerry E. Wolfe, Dallas, Tex.

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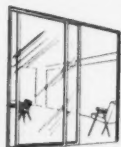


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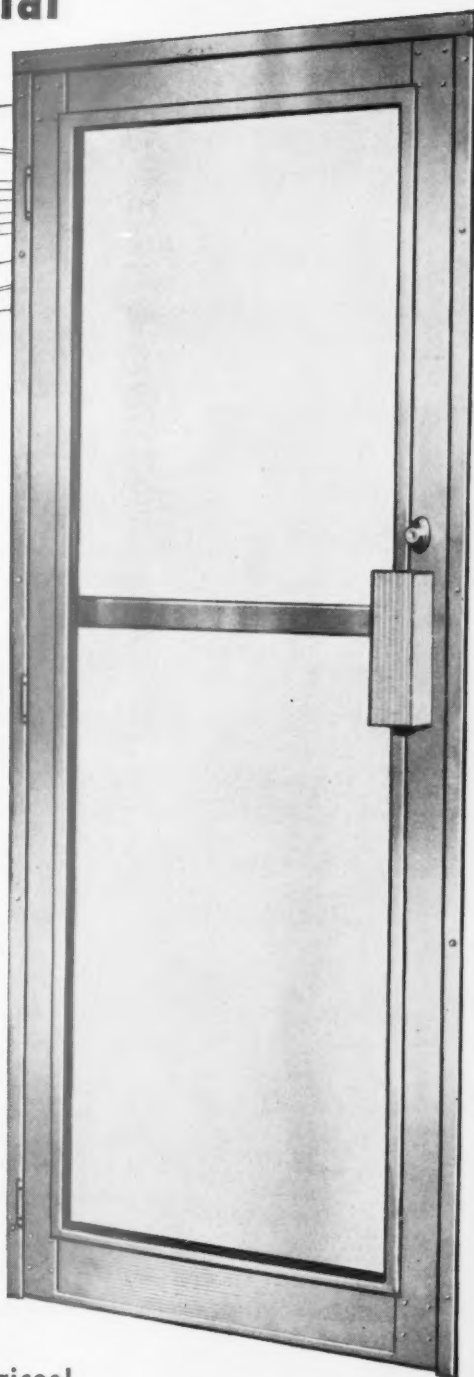
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- JALOUSIE COMBINATION WINDOW
- TRIPLE-TILT COMBINATION WINDOW



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Send 75c today for the new 16th edition of Donley's "Book of Successful Fireplaces".

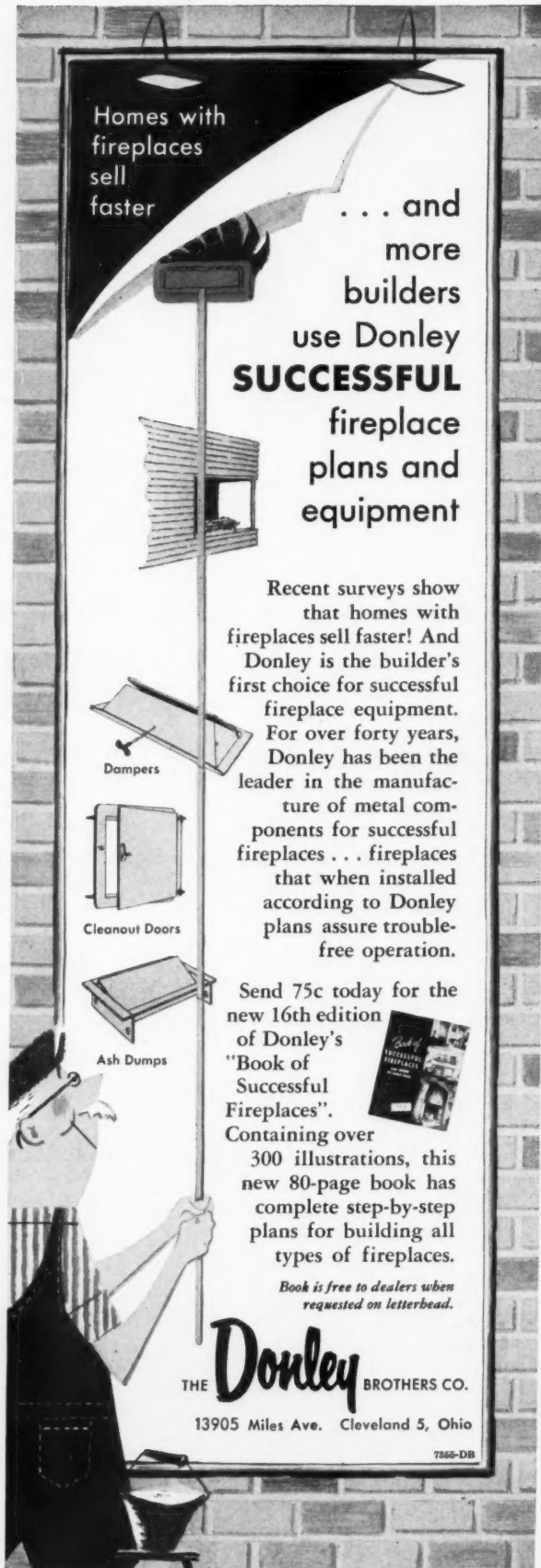
Containing over 300 illustrations, this new 80-page book has complete step-by-step plans for building all types of fireplaces.

Book is free to dealers when requested on letterhead.

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THE BROTHERS CO.

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HELPFUL BOOKLETS Free!

On this and subsequent pages of S-B-S, you are offered an excellent selection of literature on new Building Materials and Products. For free copies of this helpful literature, just fill in and return the handy postage-paid reply card below.

105-E. ALUMINUM JALOUSIES. Conventional and unusual uses for Truscon jalousies are illustrated in a colorful 16-page folder. Detail drawings show how installations are made in wood frame, brick veneer, solid masonry, and concrete block. Truscon Steel Div., Republic Steel, Dept. SBS, 1950 Albert Street, Youngstown 1, Ohio.

102-F. ALUMINUM AWNING WINDOWS. Eight-page catalog describes window features and operation. It includes specifications, accessories, installation details, and types and sizes of standard and modular windows. Stanley Building Specialties Co., Dept. SBS, 1896 N.E. 146th Street, North Miami, Fla.

101-F. ALUMINUM WINDOW SCREENS. 16-page component parts catalog illustrates to scale all formed shapes and parts for window screen fabricators. Also illustrated literature on screen doors. Uni-Temp Products, Inc., Dept. SBS, 1010 West Kansas, McPherson, Kan.

101-E. METAL WEATHERSTRIPS. Southern Metal thresholds and weatherstrips are illustrated and described in catalog No. 57A. This four-page brochure covers available sizes and contains price and order information. Southern Metal Products Corp., Dept. SBS, 921 Rayner Street, Memphis 14, Tenn.

102-E. PRESSURE-TREATED LUMBER. "Safeguard Building Dollars With Wolmanized Pressure-Treated Lumber" is a 16-page brochure illustrating applications of lumber treated against deterioration from rot-producing fungi and termites. Koppers Co., Inc., Dept. SBS, 750 Koppers Building, Pittsburgh 19, Pa.

103-E. METAL FIREPLACE UNITS. An 18-page catalog shows full Vestal line of metal fireplace units, including dampers, log rests, grates, and ash dumps. Complete description and specifications accompany each illustration. Vestal Manufacturing Co., Dept. SBS, Sweetwater, Tenn.

101-E. TRANSLUCENT PANELS. The advantages, uses, and properties of shatterproof Corlux translucent structural panels are described in a two-color booklet. A color and square footage chart, with other specifications and recommendations, is included. Corlux, LOF Glass Fibers, Dept. SBS, P. O. Box 20026, Houston 25, Texas.

103-F. MASONRY REINFORCEMENT. Complete description, specifications, uses and an actual sample of Kay-Wall galvanized masonry reinforcement are included in an illustrated folder. Keystone Steel & Wire Co., Dept. SBS, Florida 1, Ill.

107-D. SLIDING DOOR HARDWARE. Sliding door hardware, folding doors, drawer slides, drapery hardware are illustrated and described in folder. It will help save hardware selection time. Grant Fulley and Hardware Corp., Dept. SBS, 31-35 Whitestone Parkway, Flushing, N. Y.

105-D. FARM STEEL PRODUCTS. "Farmers and Ranchers Handbook" in 76 pages supplies data on

specifications and plans for the use of steel materials for fencing and roofing on farms. Handbook also includes meat-cut charts, household help, teen-ager tips. Tennessee Coal & Iron Division of U. S. Steel Corp., Dept. SBS, Fairfield, Ala.

104-D. WOOD AND METAL SCREWS. Southern Screws Co., Dept. SBS, Statesville, N. C., offers a useful folder of "Instructions for Selecting and Using Wood Screws and Sheet Metal Screws."

23-B. BITUMINOUS SEWER PIPE. "Tips for Installing Orangeburg Pipe and Fittings" details problems encountered in various types of soils and lists six tips on trenching and backfilling. It shows how pipe is easily saved to fit. Orangeburg Manufacturing Co., Inc., Dept. SBS, Orangeburg, N. Y.

2-A. RUST-RESISTANT NAILS. Pocket-size handbook gives specifications for rust-resistant Storm-guard nails, double-dipped in molten zinc. Shows 35 styles and sizes with chart of uses. W. H. Maze Co., Dept. SBS, 400 Church Boulevard, Peru, Ill.

45-B. MORTAR CEMENT. "Facts and Tables for the User of Mortar Cement" is a booklet covering Penn-Dixie products and uses. It includes ratios for mixing mortar, and estimating guides. Penn-Dixie Cement Corp., Dept. SBS, 60 East 42nd Street, New York 17, N. Y.

1-K. METAL LATH, ACCESSORIES. Colorful catalog brochure shows and describes types of metal lath, accessories, and partition systems of the Alabama Metal Lath Co., Dept. SBS, P. O. Box 992, Birmingham, Ala. Tables give fire test data and sound transmission loss for the partitions.

2-K. WINDOW, DOOR PRODUCTS. Vulco aluminum screens and jalousies, Cascking screens, Superior and Ideal storm sash, Dura-Bilt screen doors and combination storm doors, hardware and tools are described in the "Versatile Vulco" catalog. Vulco Metal Products, Inc., Dept. SBS, 2801 Sixth Avenue South, Birmingham, Ala.

24-B. ASPHALT ROOFING MATERIALS. Four-page catalog insert gives complete specifications, descriptions of uses, and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Ark.

102-G. BEVELED SIDING. A four-page brochure illustrates application methods and provides specific data on packaging, coverage, weight, size and thickness of Harborite beveled siding, an overlaid siding with a rabbeted lap. Harbor Plywood Corp., Dept. SBS, Aberdeen, Wash.

1-G. ALUMINUM SCREEN. Burns aluminum tension screens, full-frame screens, and screen cloth are described in an envelope-size folder. Catalog sheet lists advantages of the aluminum frame unit. Dodge Wire Corporation, Dept. SBS, 249 Spring Street S. W., Atlanta, Ga.

5-D. PANEL WOOD WINDOWS. Brochure shows

how National panel windows are used as fixed picture units, large casement windows, single awning units, or stacked for multiple-operating awning units. Another brochure shows National double-hung wood units. National Woodworks, Inc., Dept. SBS, Box 5416, Birmingham 7, Ala.

3-A. DOOR LITE INSERTS. Southern Door Lite Co., Inc., Dept. SBS, 46 Westland Boulevard S. W., Atlanta 10, Ga., offers a catalog that shows its lights, levers, and plants for flush doors. Specifications included for Royalites, Royalovers, and Royalplants.

45-D. FARM BOOK. Sixteen-page book shows uses of Celotex products in service buildings and homes. It includes detail drawings of application. For distribution to farm building or remodeling prospects. The Celotex Corp., Dept. SBS, 139 S. LaSalle St., Chicago 3, Ill.

104-B. INSULATING ROOF DECK. A 20-page brochure, "New Dimensions in Ceiling Design," shows and describes roof deck designs, cost comparisons, beam sizes, construction detail, and application tips. Insulite Division of Minnesota and Ontario Paper Co., Dept. SBS, 599 Baker Building, Minneapolis 2, Minn.

18-B. WALLBOARDS. Colorful literature presents Plastergon's complete lines of laminated fiber wallboards, Lockaire Faincote interior, and Asphaltic sheathing insulating boards. Free samples. Plastergon Wall Board Co., Dept. SBS, Station B, Buffalo 7, N. Y.

14-B. TENSION SCREENS. New dealer sales manual outlines 22 reasons for using Tension-tite aluminum screens and shows photographs of a dealer making a sale, with his explanation to the customer. Radiger-Lang Co., Dept. SBS, International Trade Mart, New Orleans 12, La.

13-B. INCINERATORS. Donley Incinerators for homes, apartments, and other buildings are shown in a new catalog. Complete technical data are given for fuel-fed, floor-fed garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 13923 Miles Avenue, Cleveland 5, Ohio.

1-D. ASPHALT ROOFING, SIDING. Flintkote shingles and asbestos-cement sidings are shown in full color in a catalog for dealers and customers. Complete data are given on strip shingles, insulation products, built-up and roll roofing and accessories. Flintkote Co., Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

33-B. MASONRY WALL REINFORCEMENT. Bulletin gives specifications and shows Dur-O-Wal masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall, and wall with plaster. Dur-O-Wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

35-B. METAL MOLDINGS. A 20-page catalog shows full line of Premier aluminum and stainless steel

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moldings and trims. It explains uses, application, dimensions, and prices. Metal Trims, Inc., Dept. SBS, P. O. Box 1973, Youngstown, Ohio.

101-C. FLYWOOD PRODUCTS. The Weldwood catalog (AIA File No. 19-2) contains descriptions, recommended uses, sizes, and approximate prices for every product in the Weldwood plywood line. All species and patterns shown in full color. United States Plywood Corp., Dept. SBS, 55 West 44th Street, N. Y. 36, N. Y.

1-L. CEDAR-SHAKE PACKAGE. Literature describes a handy consumer package of Shakerston Glumac shakes, matching-color nails, and "Jiffy Corners." It shows how corners make a tight fit on outside walls. Perma Products Co., Dept. SBS, 28310 Kinsman Road, Cleveland 32, Ohio.

19-B. PANEL WINDOW UNIT. The Zuber Beauty-Vue panel window unit is described in a two-color folder. It shows how this toxic-treated, ponderosa pine unit can be used singly, in groups, ribbons, and stacks. The folder also covers Dixon Weather-Lok double-hung units. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

4-D. ASBESTOS-CEMENT PRODUCTS. Several brochures and folders—several in full color—show Century No. 5 roofing shingles; Apac all-purpose board; Linabestos and Sheesbestos wallboards for interior and exterior use; lightweight corrugated asbestos sheet. Keadley and Mattison Co., Dept. SBS, Ambler, Pa.

102-D. ALUMINUM SLIDING GLASS DOORS. "The Decorators Touch" is a four-page folder which gives specifications and installation drawings for "Tropicana" aluminum sliding glass doors. Daryl Products Corp., Dept. SBS, 7240 N. E. 4th Avenue, Miami, Fla.

15-B. LUMBER PACKAGING. "How to Protect Lumber with Waterproof Paper for Shipment and Storage!" is a booklet that explains how to protect lumber with paper for shipping, storage, and sales. American Shipcraft Corp., Dept. SBS, Attitash, Me.

2-B. VITRIFIED CLAY PIPE. Concise folder describes advantages of Dickey Perma-Line pipe for house sewers and drains. It shows how built-in, self-centering ingra speed up installation. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2023, Kansas City 43, Mo.

1-A. FLUSH DOOR INSERTS. Catalog shows Dixitile glazed inserts. Discover door louvers, and Dixiplant decorative plants. These flush-door inserts all are packaged for easy stocking and selling. Georgia Art Supply Co., Dept. SBS, 236 Garnett Street S. W., Atlanta 3, Ga.

101-D. WEATHERSTRIP SASH BALANCE. "Today—Quality Sells the Home Buyer" is an eight-page folder about the use of Zegers Dura-seal metal weatherstrip and sash balance in double-hung wood windows. 12-page booklet presents advantages to homebuyers. Zegers, Inc., Dept. SBS, 2890 South Chicago Avenue, Chicago 17, Ill.

1-L. WINDOW AND CASING. Consumer brochure shows and describes the Altex Carolina aluminum vertical glide window unit and the Altex Alum-A-Wood combination aluminum and wood casing for Rango-type windows. Arnold-Altex Engineering Co., Dept. SBS, 120 Industrial Road, Summerville, S. C.

1-F. ALUMINUM SCREENS. Loxreen catalog shows and describes aluminum tension screens, aluminum frame screens, extrusions, rolled form sections, and moldings. It shows how easy it is to install the screens. Display screen available. Loxreen Co., Inc., Dept. SBS, P. O. Box 5133, Columbia, S. C.

115-B. WOOD WINDOW WALLS. Complete line of Andersen wood window units for residential, institutional, and light commercial use is covered in detail catalog No. 571 and in a dealer merchandising kit. Brands and types of windows include Flexivents, casement, gliding, and double-hung Pressure-Seal units. Andersen Corp., Dept. SBS, Bayport, Minn.

***** HELPFUL BOOKLETS FREE! *****

101-B. BUILDING PRODUCTS. The new 66-page Nova handbook presents the full line of Nova building products and also essential data on their uses. Line includes balconies, sidewalls, shingles, plastic doors and room dividers, and masonry products. Nova Sales Co., Dept. SBS, Trenton 3, N. J.

100-C. WOOD SHUTTERS AND DOORS. The uses and benefits of the new Wing-Line Shutterfold doors are covered in catalog insert. Catalog No. 1056 shows details and gives sizes and benefits of Fit 'n' Finish shutters with movable louvers. Sam A. Wang Co., Inc., Dept. SBS, 5935 Willis Avenue, Dallas 6, Tex.

105-C. WESTERN LUMBER SOURCES. A 44-page booklet, "Where To Buy" lists member mills, their fabricating and treating facilities, and lumber products. A 16-page booklet, "West Coast Terms No. 2," explains conditions of sale and shipping weights for Douglas fir, West Coast hemlock, Sitka spruce, and Western red cedar. West Coast Lumbermen's Assn., Dept. SBS, 1410 E. W. Morrison Street, Portland, Ore.

100-D. STEEL FRAME BUILDINGS. Eight-page brochure shows standard sizes, details, accessories, and varied uses of Dixisteel rigid-frame buildings. It also presents all-steel triangular or bowstring truss roof systems. Atlantic Steel Co., Dept. SBS, Warehouse Division, P. O. Box 1714, Atlanta 1, Ga.

111-B. WOOD WINDOWS. "For Happier Living" is a 24-page, full-color booklet that shows in photos and full-color pictures how to use Curtis Silentite and Style-Trend wood windows in both new homes and remodeling jobs. Curtis Companies Service Bureau, Dept. SBS, Clinton, Iowa.

103-B. WESTERN PINE SOURCES, USES. WPA's 1957 membership directory lists 440 member mills by states and by species and products available. Four full-color folders show finishing recipes and reproduced samples. Western Pine Assn., Dept. SBS, Yeen Building, Portland 4, Oregon.

100-C. WINDOW SASH BALANCES. The new one-piece Spiralflex weatherstrip-sash balance is described in a catalog sheet. The new sash unit does not need individual parting head and assures plumb installation. It has spiral balances. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

100-B. WOOD AND MASONRY TOOLS. Catalog No. 66 in 48 pages shows and specifies the complete line of Hargrave tested tools. These include clamps, chisels, punches, masonry drills, and gasket cutters. Cincinnati Tool Co., Dept. SBS, 2006 Waverly Avenue, Cincinnati 13, Ohio.

114-B. VENTILATORS. The Leslie line of ventilating specialties and gravity ventilators is covered in a catalog folder. Included are Leslie slant roof ventilators, vertical wall and triangular louvers, and wall and under-eave ventilators. Leslie Weiding Co., Inc., Dept. SBS, 2943 W. Carroll Avenue, Chicago 15, Ill.

110-B. PLASTIC WATER PUTTY. Catalog sheet shows home use for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who find it "indispensable." Donald Durham Co., Dept. SBS, Box 304-0, Des Moines, Iowa.

102-C. FIRE ROOF COATING. "The Easy and Low Cost Way to Repair and Renew Roofs" is a folder covering the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products Co., Dept. SBS, P. O. Box 5776, Tampa, Fla.

103-C. BUILDING SPECIALTIES. Joist hangers, timber rings, framing anchors, ventilators, windows, and other building specialties are shown in a catalog offered by Cleveland Steel Specialties Co., Dept. SBS, 3761 E. 81st Street, Cleveland 6, Ohio.

105-B. WOOD KITCHEN CABINETS. The Dixie Maid line of wood cabinets for kitchen walls, bases, and corners come in birch, white, yellow, pink, green, blue. Brochure shows and describes all. Full-color Dixie Maid kitchen jumbo poster cards also available from Dixie Cabinet Co., Dept. SBS, Marietta, Tenn.

100-C. PLASTIC-FINISHED PANELS. Full-color catalog covers complete line of Maritile plastic-finished wall and ceiling panels. It shows full variety of colors and patterns—H-Gloss, Marble Panel, Woodpanel, Flax pattern, plank, block, and Knockout. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

116-B. SHORT-LENGTH LUMBER. Four-page folder by John Beno lists ways lumber dealers can sell short lengths or use them to prefabricate salable farm feeding and stock shelters. Uses illustrated include Gothic picket fences. Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

100-B. FIR FLYWOOD FACTS. Available to dealers and their employees for which home addresses are sent to Douglas Fir Flywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash., is a 42-page, pocket-size fir plywood guide. It includes basic grade-use data, advantages, and much "know-how."

112-B. IRON RAILING AND COLUMNS. Folder explains installation of complete ornamental iron job for Do-It-Yourself trade, and lists parts required and installation procedure. Vesta Products Co., Dept. SBS, Lodi 4, Ohio.

102-B. WOOD DOORS AND WINDOWS. A folder and catalog sheet present Rimco Stylers that permit originality in painting. A folder and brochure show Rimco-Vent operating and Rimco-Vent fixed-light window units in different combinations. Rock Island Millwork Co., Dept. SBS, Rock Island, Ill.

107-C. ALUMINUM DOORS AND WINDOWS. Specifications, detail drawings, and sizes are given for aluminum windows and sliding glass doors in the four-page folder on "Britt Sliding Glass Doors" and "Alenco Jr. Single Hung Aluminum Windows." Albritton Engineering Corp., Dept. SBS, 2561 Wrexton Road, Houston 5, Tex.

104-C. FIBER-GLASS PANELS. Colors and applications of Lasolite fiber-glass panels for farm uses are shown in a new folder. It includes a special color for poultry raisers. Lynch Asbestos Co., Dept. SBS, 2939 South Sunset Drive, Los Angeles, Calif.

105-B. ALUMINUM PRODUCTS. Weather-Proof aluminum products are described in four folders: adjustable window awnings; triple-track combination double-hung window; combination storm-screen doors; and combination storm-screen door with self-storage compartment. Weather-Proof Co., Dept. SBS, 1407 E. 46th Street, Cleveland 3, Ohio.

104-B. ASPHALT ROOFING, ASBESTOS SIDING. Folder shows use of hurricane-tested asphalt roof shingles of square-tab design, and shows "wind-proof warranty." Booklet shows installations of Ruberoid asbestos clapboard siding. Ruberoid Co., Dept. SBS, 506 Fifth Avenue, New York 36, N. Y.

101-G. HARDWOOD FLOORING. "The Hardwood Flooring Handbook," a manual for retail lumber dealer salesmen, and "How to Install Hardwood Strip Floors over Concrete Slabs" contain essential information on hardwood flooring. The Atlanta Oak Flooring Co., Dept. SBS, 320 Glenwood Avenue, S. E., Atlanta, Ga.

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Write in the code numbers of the HELPFUL BOOKLETS of which you want FREE copies — and also the code numbers of the NEW PRODUCTS on which you want more information. Fill in your name, position, firm, and address. Tear out and mail today!

Also use this handy postage-paid reply card for requesting information on items featured in PRODUCT PARADE, PRODUCT BRIEFS and S-B-S ADS.

MORE Helpful Booklets FREE

101-H. ALUMINUM NAILS. Brochure shows and describes the complete line of Phifer aluminum nails for all building purposes. It explains tempering and etching of aluminum alloy nails. Price list gives dealer costs of "job size" boxes and 50-lb. cartons. Phifer Wire Products, Dept. SBS, Box 12, Tuscaloosa, Ala.

102-H. FACT FILING FOLDERS. Nineteen SSIRCO Fact Folders provide dealers with a handy reference library on such items as aluminum roofing and siding, asphalt products, farm gates, insulation, nails, etc. The company will mail the latest product information to dealers using Fact Folders. Southern States Iron Roofing Co., Dept. SBS, P. O. Box 1367, Atlanta 1, Ga.

103-H. PATIO COVER. Color brochure shows how "Family Fun Increases with Playtime Patio." Versatile wide-slat aluminum patio cover is fully described and illustrated. Cover won't sag or leak; comes in 10 colors with white underside. SeaView Industries, Inc., Dept. SBS, 4030 N. W. 29th Street, Miami, Fla.

104-H. ALUMINUM WINDOWS. Five color brochures describe and illustrate Ualeco aluminum horizontal sliding, residential and commercial awning, casement, and double-hung windows. All brochures give specifications, sizes, and installation details. Southern Sash Sales & Supply Co., Inc., Dept. SBS, Sheffield, Ala.

Rapid Cost Calculator

A new estimating tool is available which gives dealers complete and surprisingly accurate home costs for any size frame house, large or small, in a matter of five or ten minutes. Sponsored by the Southwestern Lumbermen's Association, 512 R. A. Long Building, Kansas City 6, Mo., the Rapid Building Cost Calculator was developed by Phinney O. Larson, author and director of the

association's correspondence course in basic drawing and light frame construction.

Advertising Service for Building Supply Dealers

John R. Doscher has opened an advertising agency designed to help lumber dealers compete more effectively with other industries.

His service will provide dealers with professionally prepared advertisements in mat form every week. It is available to one dealer per city at a cost said to be lower than any other outside advertising help.

The ads in the weekly series will appeal to women, who are responsible for spending 85% of family income. The themes of the ads will closely follow the NRLDA merchandising calendar, but the dealer is given a choice in timing to allow for seasonal differences. The campaign is designed to give the dealer flexibility in his choice of space and in products, services and prices he may wish to feature.

Called the Building Industry Sales Development, Doscher's agency is located at 10 Rockefeller Plaza, New York 20, N. Y.

Cull Tree Control Not Harming Wildlife

Control of cull hardwood trees and other forest management practices have had no adverse effect on wildlife habitat or food supply in the South, John Raeburn, chairman of the Alabama Forest Industries Committee, told that group at a recent meeting in Montgomery, Ala.

He reported that hardwoods have increased at a much faster rate than pines and other softwoods during the 20-year period from 1934 to 1954.

Raeburn quoted the following statement from the annual report of the Southern Forest Experiment Station of the U. S. Forest Service in New Orleans:

"The charge has recently been made in the South that intensive forest management generally is destroying wildlife habitat and that food for squirrel and deer is disappearing because of the removal of hardwoods. The forest survey throws a different light on this situation."

Raeburn said reports show that during the period between studies, hardwood trees in Alabama increased by 82 per cent, while softwoods increased only 59 per cent.

YOUR CUSTOMERS WILL LIKE THE BEAUTY AND VERSATILITY OF



Stack-Picture Windows

Here are a few of the many reasons your customers will go for IDEAL Stack-Picture Windows. They are smartly styled and add class to any home. The individual panels are available with fixed glass, stationary or operative sash, making the unit one of the most versatile and flexible on the market. The panels can be combined and arranged to provide a window area of almost any dimension and the desired amount of light and ventilation. Three types of operative sash are available: awning with push bar; awning with roto-operator; and hopper with locking handle. Made of Western Ponderosa Pine and Preservative Treated.

There are many other features which make these precision-made windows easy to sell. Ask your jobber's salesman for complete information.



DISTRIBUTED BY LEADING BUILDING MATERIAL JOBBERS

PRODUCT PARADE



BATH ENCLOSURE

Daryl Products Corp., Dept. SBS, 7240 4th Avenue, Miami, Fla., offers economy-priced Showerama bath enclosures.

The shower enclosures feature removable panels, open track bottom, nylon bottom glides, vinyl water-tight gaskets, adjustable nylon top-hung roller, high polish aluminum finish, wide fluted frame, semi-obscure glass with sand-etched designs, by-pass handles inside and out, and heavy header and wall jambs.

The Showerama line includes the standard shower door with or without horizontal grille, standard recessed 5' tub enclosure, and standard by-pass shower enclosure.

Write P378 on reply card, page 62.

ALUMINUM WINDOW

A new single-hung Alenco aluminum window, designated the series 100, has been tested by the Pittsburgh Testing Laboratory and approved by the Aluminum Window Manufacturers Assn. This means that it complies with quality specifications relating to materials, construction, strength of sections, and air-infiltration requirements.

The window also meets or exceeds all the requirements of the FHA.

The aluminum window is manufactured by the Albritton Engineering Corp., Dept. SBS, 2501 Wroxtton, Houston, Tex. It is available in 15 stock sizes ranging from 2' x 24" to 3' x 5'. It is also manufactured as a picture window ranging from 3' to 6' wide in all standard heights.

Write P379 on reply card, page 62.

THICKER FLAKEWOOD PANEL

The U. S. Plywood Corp., Dept. SBS, Weldwood Building, 55 West 44th Street, New York 36, N. Y., now offers Novoply, the sandwich-type laminate of resin-treated wood particles, in thicknesses of from $\frac{3}{8}$ " to 2".

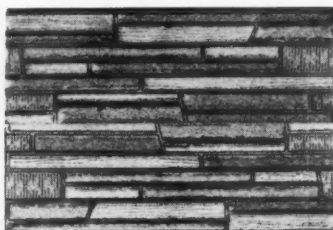
Novoply is a three-ply board with a core of graded medium-sized chips and facings of wood flakes, fused under heat and pressure. In its new thicknesses it especially lends itself to the manufacture of furniture and wood partitions. It may also be used for constructing sliding and cabinet doors, window жалousies, and as core stock for both wood veneer and plastic laminates.

Novoply is available in cut-to-size panels from 6' x 12' and 4' x 16' presses.

Write P380 on reply card, page 62.

INSULATING SIDING

Bird & Son, Dept. SBS, Washington Street, East Walpole, Mass.,



offer asbestosized insulating siding called Bird Plantation Stone. These panels have a three-dimensional effect which duplicates the appearance of real hand-hewn stone.

Bird Plantation Stone is available in four colors: blue blende, green blende, tan blende, and white.

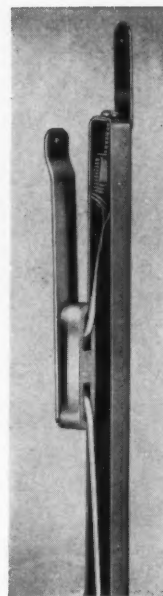
Write P381 on reply card, page 62.

HIGH METAL THRESHOLD

The Southern Metal Products Corp., Dept. SBS, 921 Rayner Street, Memphis 14, Tenn., offers an extra-high vinyl top threshold that is designed to accommodate heavy carpets.

Called the Hi-Boy, the threshold measures 4" wide by 1 $\frac{1}{2}$ " high. Completely waterproof, it is protected at all floor contact points with long-lasting vinyl inserts.

Write P382 on reply card, page 62.



SASH BALANCES

G A R Industries, Inc., Dept. SBS, 9241 Edmund Street, Philadelphia 14, Pa., offers the Gar-Glide sash balance for double-hung windows.

The Gar-Glide fits into the window sash and has a full-length stainless steel strap (runner). The runner moves through and is gripped by a molded nylon glide, which is permanently nailed to the window frame. Pushing up on the window sash

automatically relieves friction between the glide and runner, allowing the window to move freely. When the window stops, tension in the runner maintains a grip on the glide and prevents the sash from creeping.

Type A Gar-Glide is for all residential types of sashes up to 13 lbs. Type B is for heavier sashes requiring a spring lift booster.

Write P383 on reply card, page 62.

SMOOTH SURFACE DOORS

The Paine Lumber Co., Ltd., Dept. SBS, Oshkosh, Wis., offers Rezo Super Satin Surface doors, factory-treated with the Microseal process.

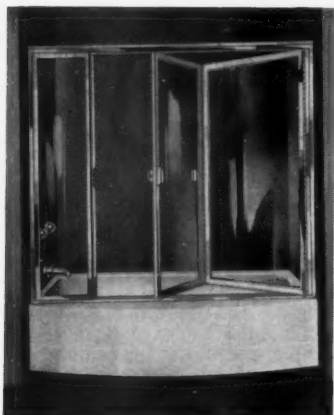
This process applies a precision-controlled, penetrating solution of additives, followed by the application of heat and pressure.

By fusing the wood lignin and additives the result is a Super Microsealed door surface that resists soiling, prevents grain and fiber raising, has a uniform texture with a hand-rubbed look, and enhances the natural beauty of the wood.

Write P384 on reply card, page 62.

SAFETY SHOWER DOOR

Prevention of injuries caused by flying or splintering glass is said to be practically assured with a shatter-



proof safety-glass shower door introduced by the Keystone Shower Door Co., Dept. SBS, Southampton, Pa. Glass finishes are clear, with decorator colors available at extra cost.

Shower doors and tub enclosure frames are made of extruded architectural brass, pressure-glazed to provide stability and rigidity and to prevent sagging.

An exclusive Keystone safety latch closes firmly, but is said to respond to gentle pressure at any point on the door.

Write P385 on reply card, page 62.

WEATHERSTRIP & BALANCE

The Precision Weatherstrip Co., Dept. SBS, 7300 University Avenue, Chicago 19, Ill., offers a pre-assembled weatherstrip and sash balance combination. Called Seal-eaz, it consists of only two pieces.

Seal-eaz provides maximum reduction of air infiltration and easy window operation. It takes only a few minutes to install with stock sash and frames. Self-adjusting, Seal-eaz is said not to bind or stick.

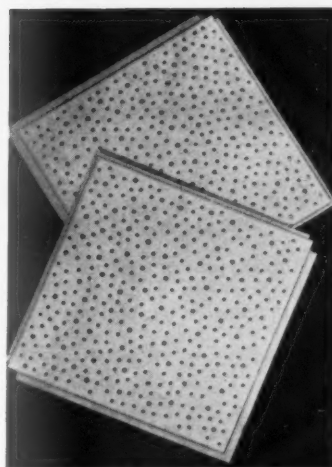
Write P386 on reply card, page 62.

ACOUSTICAL TILEBOARD

Casual Random Acoustilite is the name given to the acoustical tileboard offered by Insulite, Dept. SBS, 500 Investors Building, Minneapolis 2, Minn.

Casual Random has an informal pattern of cleanly drilled holes. Its durable pre-finished surface is flame-resistant, and has painted bevels. This tile is said to have high sound-absorption qualities and insulation value. The smooth white surface offers high light reflection.

Casual Random is available with butt edge in $\frac{1}{2}$ " and $\frac{3}{4}$ " thicknesses, 12" x 12". It is also available with

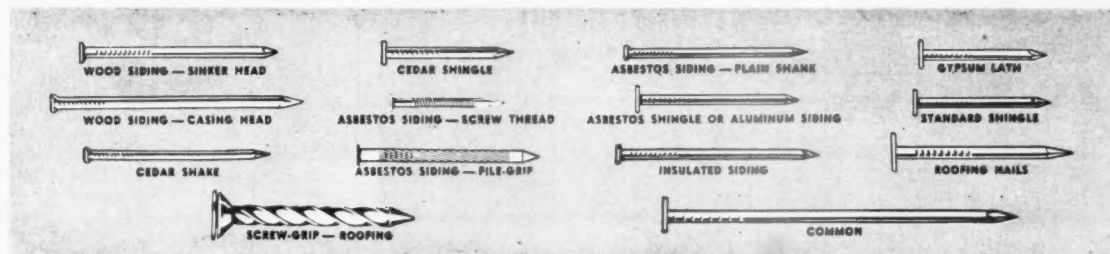


tongue-and-groove joint in $\frac{1}{2}$ " thickness, and in sizes of 12" x 12" and 12" x 24" center-grooved.

Write P387 on reply card, page 62.

MASONRY PRESERVERS

The Watco-Dennis Corp., Dept. SBS, 1640 Twentieth Street, Santa Monica, Calif., offers Watco concrete hardener and terrazzo dressing. These prod-



IN A SIZE AND STYLE FOR EVERY BUILDING NEED . . .

PHIFER ALUMINUM NAILS

Produced by One of America's Largest Manufacturers of Aluminum Insect Screening

PACKED IN ★ HANDY "JOB SIZE" BOXES AND ★ 50 LB. CARTONS

Phifer Aluminum Nails are made of a specially tempered aluminum alloy. They are harder and stiffer, drive straighter. They never streak or stain, do not have to be countersunk and puttied. Phifer Aluminum Nails are etched by our own process to make them clean and sterile with great holding power.

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TUSCALOOSA, ALA.

PHIFER WIRE PRODUCTS
Box 9007, Tuscaloosa, Ala.

Send us brochure and price list with specifications on Phifer Aluminum Nails by return mail.

NAME _____

ADDRESS _____

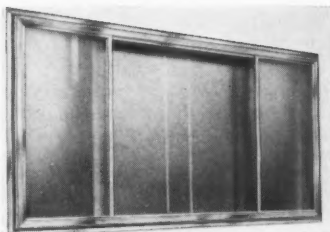
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ucts are single-application, deeply-penetrating treatments that give lifetime protection to new and old masonry surfaces, rendering them permanently non-dusting.

These preservers result in a penetrated stratum of synthetic resins that blend into and become a part of the area treated. They solidify, fill, and seal the pores to prevent intrusion, and firmly anchor all particles.

Although new in the United States, Watco products have been known and proven successful throughout the world for over 25 years.

Write P388 on reply card, page 62.



STORM-SCREEN WINDOWS

The Air Master Corp., Dept. SBS, 20th and Allegheny Avenue, Phila-

delphia 32, Pa., has added several features to the construction and design of its rancher and slider storm-screen windows.

The slider window has a geon strip at the top of each glass insert for tight fit, weather protection, heating economy, and easy sliding. It is constructed with inserts which move independently in individual channels and glass panels which interlock for top protection.

The rancher window now has a fully concealed extruded hinge to simplify the interchange of screen and window and a positive lock for complete prowler protection. Both swing-out and swing-in types are available.

Write P389 on reply card, page 62.

Every Steel Span Sale is a PROFIT-BUILDING Sale For You!



32', 44', 50' and 60'

Steel Span
FRAMES

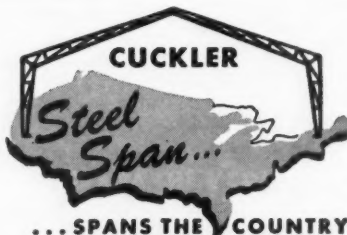


SIDING, ROOFING,
DOORS & WINDOWS,
HARDWARE from Your
Stock

You Sell ALL MATERIALS COMPLETE

Get your share of the billion dollar building business — and make yourself a nice profit! With Steel Span, you sell COMPLETE factories, warehouses, farm buildings, schools, shops, garages, offices. Rigid Steel Span Frames are built with the strength of a bridge — available in widths of 32', 44', 50', 60' and multiples, any length. Precision-fitted at the factory, easily bolted on the job. Steel Span Buildings provide 100% usable space, wall to wall and roof to floor. Attractive, fast and easy to erect. Get in on this Steel Span PROFIT BUILDING PLAN. Write for complete details today. Cuckler Manufacturing Co., Dept. SB-2, Monticello, Iowa. Sales Offices: Memphis, Oklahoma City.

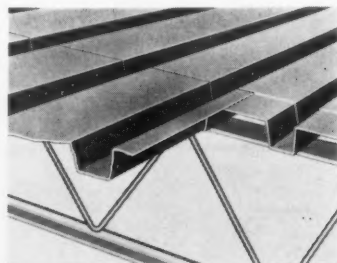
SOLD EXCLUSIVELY
THROUGH RESPONSIBLE
LUMBER AND BUILDING
MATERIALS DEALERS



STEEL ROOF DECKING

The Truscon Steel Division, Republic Steel Corp., Dept. SBS-SL, Youngstown, Ohio, offers its lightweight Ferrobord steel roof decking in 24" widths.

Roll formed from 18, 20, and 22 ga. galvanized cold-rolled steel strip,



copper-bearing steels or tight-coated galvanized steel, the roof deck comes in units 1½" in depth and up to 32'6" in length. Straight lay is used, enabling several crews to be laying deck simultaneously, thereby reducing the total erection time.

The 24" Ferrobord is electric arc-welded directly to the steel purlins. Adjacent sheets are joined by interlocking and securely fastened by means of button punching to assure maximum transfer of loads.

Write P390 on reply card, page 62.

POWER WORKSHOP

A new power workshop, featuring a wide range of cutting angles, flexibility, and improved safety precautions, is offered by the Reamstown Products Co., Dept. SBS, Reamstown, Pa.

Called the Boose Power Workshop, it is comprised of a basic saw unit, involving two table-top sections affixed to a tubular steel frame; operating controls; and a patented air-cooled ¾ HP motor.



Additional equipment includes a jointer - shaper, disc sander - drum sander, electric hand saw, drill press, lathe, mortiser, router, and band saw.

The workshop is said to be the only undertable saw to allow every possible circular saw cut with material in horizontal position. It operates at 90 degrees as a saw or dado.

Write P391 on reply card, page 62.

BIRCH CABINETS

Carr, Adams & Collier Co., Dept. SBS, Dubuque, Iowa, now offer Bilt-Well cabinets with birch door and drawer fronts.

These birch door and drawer fronts are of laminated five-ply construction, $\frac{3}{4}$ " thick with a uniformly light birch face veneer.

The doors for wall cabinets have finger pulls routed top and bottom. The semi-concealed knife-type hinge has a slotted screw hole in each leaf for easy alignment.

Body of the cabinets is ponderosa pine. Doors and drawer fronts are available in ponderosa pine as well as birch.

Write P392 on reply card, page 62.

INSULATION MATERIAL

The Philip Carey Manufacturing Co., Dept. SBS, 320 S. Wayne, Cincinnati 15, Ohio, introduces a home insulation material called CareySpun Rockwool.

The new material is light and long-fibered, resulting in blankets of great resiliency and reduced density. The material is easily cut. It is easy to install because the blankets don't sag.

CareySpun is said to save homeowners as much as 30% in fuel bills, and to keep homes 15% cooler in the summer without air-conditioning.

Write P393 on reply card, page 62.

DANT & RUSSELL, INC. PACIFIC COAST FOREST PRODUCTS

RAIL AND WATER • DOMESTIC AND EXPORT

RAIL TRANSITS

Douglas Fir	Dimensions
White Fir	Plank and Timbers
Inland Fir and Larch	Studs
Western Hemlock	Shiplap and Boards
Ponderosa Pine	Shop and Factory Lumber
Sugar Pine	Industrial Items
Engelmann Spruce	Mining Timbers
Western White Spruce	Paneling and Uppers
Sitka Spruce	Gutters
Port Orford Cedar	•
Western Red Cedar	Mouldings and Millwork
Incense Cedar	Window and Door Frames
Redwood	Cut Stock
•	•

DOUGLAS FIR PLYWOOD

Interior and Exterior	Lath
Hardboard Overlay	Shingles and Shakes
One and Two Sides	Bevel and Bungalow Siding
Hardwood Faces on Fir Core	•
Boat Hull Plywood	Overhead Garage Doors
Long Scarfed Plywood	Douglas Fir House Doors
Exotic Hardwood Plywoods	Flush Doors
Ribbon and Rotary Cut	•
Philippine Plywoods	KAISER — FIR TEX
	Insulating Board Products

SOUTHERN SALES REPRESENTATIVES

Dant & Russell, Inc., Washington, D. C.
 Dant & Russell, Inc., Fort Lauderdale, Florida
 Bolen-Brunson-Bell Lumber Company, Memphis, Tennessee
 J. E. Elrod Lumber Company, Charlotte, N. C.
 Downing Lumber Company, Anniston and Birmingham, Alabama
 Southern Lumber Sales, Pine Bluff, Arkansas
 Cecil M. Brooks, Dallas, Texas
 Wm. C. Whitridge, P. O. Box 6202, Houston 6, Texas

Dant & Russell, Inc.
 PACIFIC COAST FOREST PRODUCTS
 General Sales Offices: Portland 1, Oregon
 DOMESTIC AND EXPORT LUMBER • PLYWOODS • DOORS

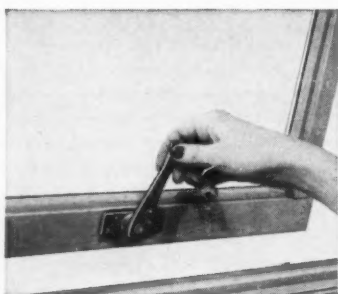
New Andersen brings you quality and



Ideal for any room! Big 5'10" high Beauty-Line units illustrated can easily be joined together to form a glamorous WINDOWWALL! Beauty-Line Windows are available in seven sizes, with four heights, two widths.



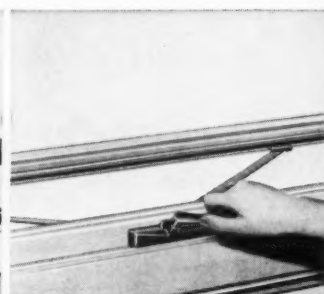
Packed for easy handling! Factory packaging protects new Beauty-Line Windows, makes storage and handling safe and easy.



Three hardware choices available. *Standard lock* (above) pulls sash tightly shut to assure absolutely weathertight seal.



Bar-Lock* provides tight closure in underscreen operation at low cost. Hardware is interchangeable on all units.



Roto-Lock works under screen. Dual arms pull sash ends in snug and tight to seal out rain, dust and moisture.

Beauty-Line window beauty at low cost!

New wood window units from Andersen can step up your window sales!

Here's a new, versatile window idea from Andersen that can help you boost your sales! It's the Andersen Beauty-Line*—featuring a fixed upper sash over an awning style lower ventilating sash . . . *both* combined in a single unit for easy handling and fast installation.

Simplified construction makes the new Beauty-Line Window Units a "best buy"—with a low cost per square foot. Yet, like all Andersen WINDOWALLS, these versatile new units feature Andersen precision construction . . . Andersen quality throughout. Wood parts are toxic-treated for long life and complete protection from rot or termites. They're available in

seven sizes, with four heights, two widths. *All* sizes can be joined together to form mullions and triples. Or, they may be used in conjunction with other Andersen WINDOWALLS.

The new Beauty-Line comes completely assembled and packaged. Optional features include glazing with welded insulating glass, removable double glazing, aluminum screen, choice of three types of operating hardware.

For complete information on the new Andersen Beauty-Line Units, see your Andersen WINDOWALLS distributor—or write direct to Andersen Corporation.

*Patents Pending

Andersen Windowalls are quickly available from complete stocks of these distributors:

ALABAMA

Birmingham Sash & Door Co.
Birmingham

FLORIDA

Huttig Sash & Door Co.
Jacksonville

GEORGIA

Huttig Sash & Door Co.
Atlanta

KANSAS

Rock Island Wholesale Co.
Wichita
United Sash & Door Co.
Wichita

KENTUCKY

Huttig Sash & Door Co.
Louisville
Weyerhaeuser Distributing
Yard
Louisville

LOUISIANA

Davidson Sash & Door Co.
Alexandria, Lafayette and
Lake Charles

New Orleans Sash & Door Co.
New Orleans
United Sash & Door Co.
Baton Rouge

MARYLAND

Morgan Millwork Co.
Baltimore

MISSOURI

American Sash & Door Co.
Kansas City
Huttig Sash & Door Co.
St. Louis
Toombs & Co.
Springfield

NORTH CAROLINA

Huttig Sash & Door Co.
Charlotte

OKLAHOMA

General Sash & Door Co.
Tulsa

TENNESSEE

Huttig Sash & Door Co.
Knoxville and Nashville
Memphis Sash & Door Co.
Memphis

TEXAS

Davidson Sash & Door Co.
Austin
Huttig Sash & Door Co.
Dallas

VIRGINIA

Huttig Sash & Door Co.
Roanoke
Morgan Millwork Co.
Arlington



ANDERSEN CORPORATION • BAYPORT, MINNESOTA

PRODUCT BRIEFS

MASONRY JOINT SEALER. Tite-wall's double butterfly design provides high water-barrier efficiency and permits easy installation in block and masonry walls. Made of a durable elastic synthetic rubber compound, it is for use with Serviced Kork-Pak pre-molded joint filler and a joint sealer such as Vertiseal cold applied joint sealing compound. Titewall is available in 8", 24", and 48" strips, in 10' lengths. Serviced Products Corp., Dept. SBS, 6051 West 65th Street, Chicago, Ill.

Write P394 on reply card, page 62.

FOLDING DOOR. Solid core Wal-Dors feature a specially treated Insul-Core baffle which reduces sound transmission and insulates against heat and cold. Made with interchangeable 10-gauge virgin vinyl, Wal-Dors are available in easily shortened 80" lengths and four standard widths up to 48". Suggested retail price for 24" x 80" size is \$13.95. Closures Sales Corp., Dept. SBS, 533 E. Forest Avenue, Detroit 1, Mich.

Write P395 on reply card, page 62.

CALKING COMPOUND. Aluminum Handi-Calk permits the handyman or home-owner to quickly and easily seal aluminum with aluminum. It is available in a drop-in cartridge for use with the Handi-Calk calking gun. Each cartridge will calk from 15 to 25 lineal feet. Gibson-Homans Co., Dept. SBS, 2365 Woodhill, Cleveland 6, Ohio.

Write P396 on reply card, page 62.

POLYETHYLENE FILM FASTENER. Visklamp fasteners, a ball and clamp device to secure tarpaulins made of polyethylene film, are offered by the Visking Co., Plastics Division, Dept. SBS, P. O. Box 1410, Terre Haute, Ind. The clamp is similar in size and shape to shower curtain rings and works like a garter.

Write P397 on reply card, page 62.

NYLON DOOR STRIKES. Effortless, quiet door action is assured in Republic Steel kitchen cabinets by nylon door strikes. The long-wearing strikes eliminate metal-to-metal contact, and provide positive, stay-shut closure. Republic Steel Corp., Dept. SBS, Canton, Ohio.

Write P398 on reply card, page 62.

BUILT-IN OVEN VENTILATOR. Trade-Wind Motorfans, Inc., Dept. SBS, 7755 Paramount Boulevard, Rivera, Calif., offers a ventilator for use with built-in electric or gas ovens. A 300 CFM twin centrifugal blower is installed in the back part of the over-the-oven cabinet, leaving the front section free for storage. A snap-in, easy-to-clean filter is under the hood, which is available in 24", 27", 33", or 45" lengths.

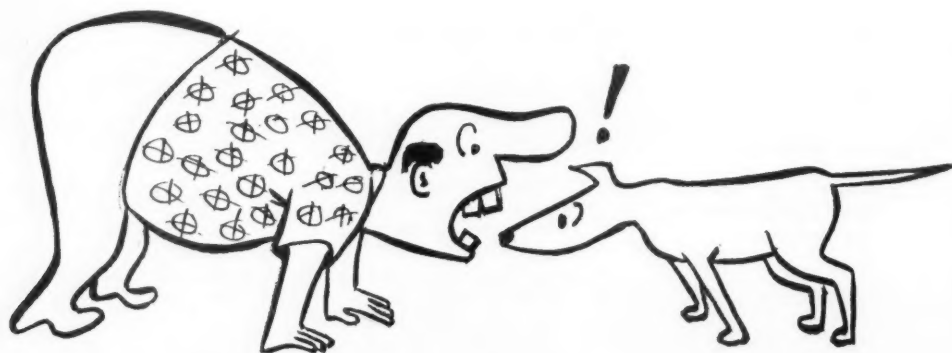
Write P399 on reply card, page 62.

FLOOR FINISH. Refrax contains crystal clear emulsified plastic resins that will not discolor or yellow, even white floors. The slip-resistant, water-resistant floor finish is said to impart a high luster protective coating even to floors abused by heavy traffic. Refrax sets in 20 minutes. Reilly Chemical Co., Dept. SBS, P. O. Box 98, New Orleans, La.

Write P400 on reply card, page 62.

BASKET STRAINERS. The Ideal Tubular Corp., Dept. SBS, 197 Ninth Street, Brooklyn, N. Y., offers two new models of basket strainers. Both feature a stopper guide stem design that eliminates wobbling, fast draining cups, strip-proof lock nuts, and easy installation in all sinks without need of special tools.

Write P401 on reply card, page 62.



Gardner's Makes News, Too!

MAN BITES DOG . . . GARDNER'S PROTECTS ROOFS

★ Roof Cement

★ Waterproofing Compounds

★ Roof Coating

GARDNER ASPHALT PRODUCTS CO.

POST OFFICE BOX 5776 TAMPA 5, FLORIDA

POOL FILTER SYSTEM. Little Giant, an inexpensive pressure sand filter system for above-ground and small permanent swimming pools, has been introduced by the Fabro Equipment Corp., Dept. SBS, 21 Goodale Circle, New Brunswick, N. J. It requires only coarse, washed building sand as a filter medium. Included with the \$97.50 unit are a constant-duty 1/3 h.p. motor with line cord, a special ball bearing centrifugal pump with base, and a full-opening filter tank.

Write P402 on reply card, page 62.

LOAD WHEEL. Greer Industries, Inc., Dept. SBS, New York International Airport, Jamaica 30, N. Y., offers an equipment wheel with a tire composed of long wearing disogrin. Disowheels are claimed to have a high load-carrying capacity, low rolling resistance, and an ability to stand under heavy loads for extended periods. They range from 3" to 10" in diameter and are available in larger sizes.

Write P403 on reply card, page 62.

CLAW HAMMERS. 16- and 13-oz. nail, 16-oz. ripping, and 20-oz. ripping with plain or milled face claw hammers are offered by Vaughan & Bushnell, Dept. SBS, P. O. Box 314, Chicago, Ill. Featuring chrome-plated spring-tempered tubular steel handles, the hammers have standard heads, natural rubber grips, and handles locked to heads under 3,000 lbs. of hydraulic pressure.

Write P404 on reply card, page 62.

PAINT REMOVER. No-Sand is a general purpose solvent and softening agent that makes possible better refinishing jobs over hard, glossy surfaces without sanding. No-Sand's biting solvent action cuts away wax and greasy films that interfere with paint adhesion. The softening action makes the new paint spread easily and adhere better. Klean Strip Co., Inc., Dept. SBS, P. O. Box 10083, Memphis 6, Tenn.

Write P405 on reply card, page 62.

MASTIC CEMENTS. The Chicago Mastic Co., Dept. SBS, 2300 N. Ashland Avenue, Chicago 14, Ill., introduces two mastic cements for plastic and metal wall tile. CMC 44 is a high resin oil base mastic said to be whiter, easier to use, and have greater adhesive strength. CMC 33 is a vinyl emulsion formula that is tough, permanent and water resistant.

Write P406 on reply card, page 62.

NEOPRENE CALK. Rubber calking compound requires no mixing. The white neoprene product is not harmed by sunlight, oil, gasoline or water, and has high adhesion to wood, metal, and glass. It is applied with a gun or putty knife. Stay-Tite Products Co., Inc., Dept. SBS, 9400 Steinway Avenue, Cleveland, Ohio.

Write P407 on reply card, page 62.



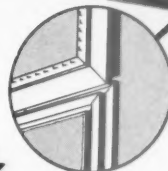
That's right
**IT'S ALMOST
WINTER AGAIN**

BE READY WITH

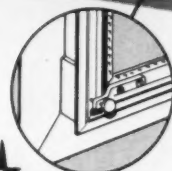
Vulco's ALL-NEW OVERLAP ALUMINUM WINDOWS



1 MASTER FRAME—
DOUBLE Weather-
stripped, Inserts
ride on VINYL.



2 Rattle-proof and
Dust-proof.
**Screen and Sash INTER-
LOCK at Meeting Rail.**



3 POSITIVE LOCK in
any position.



4 Extruded Master Frame is quickly as-
sembled with corner gussets, requires
no rivets or screws.



5 The New Vulco OVERLAP Windows furnished on
Vulcan's Semi K-D Plan assures Quick Delivery of
any size with small inventory!

**LOW COST!
WITH HIGH PRICE
APPEARANCE**

BUY
FROM



Vulcan

METAL PRODUCTS, Inc.

2801 6th Avenue, South
Birmingham, Ala.

NEVER your COMPETITOR

A Leader in the Industry since 1945
Member: "National Association of Manufacturers"
"Frame Screen Manufacturers Association"

QUALITY GUARANTEED — MAIL COUPON TODAY



To: **Vulcan Metal Products, Inc., Dept. SBS**
2801 6th Avenue, South
Birmingham, Alabama

Please send me complete information about
VULCAN Quality Products and VULCAN
Service. No obligation.

NAME _____

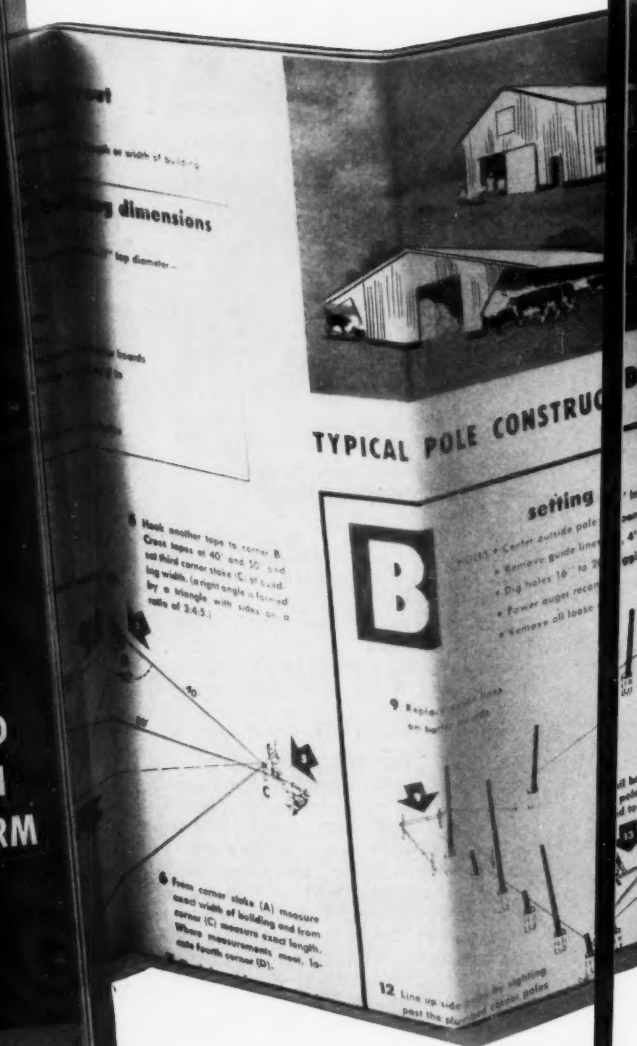
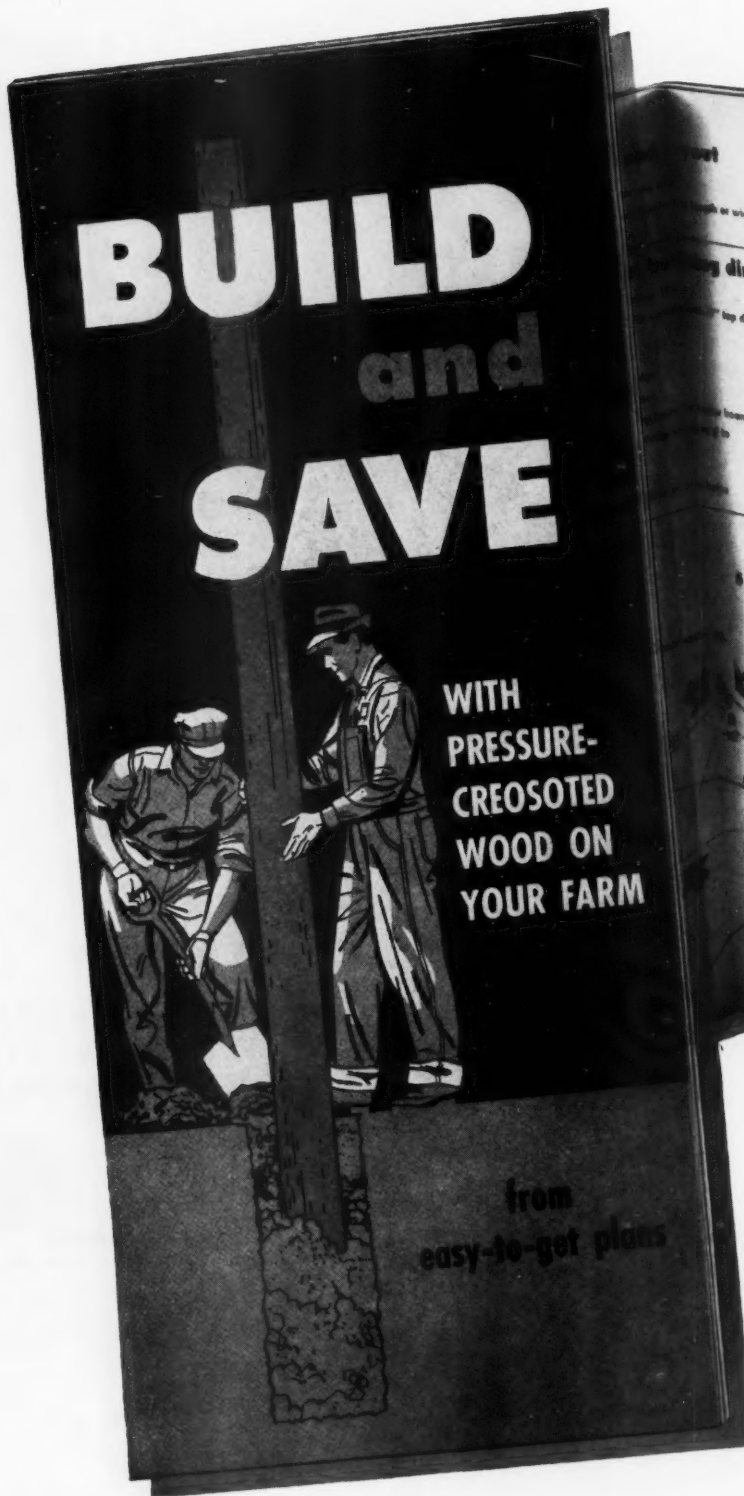
ADDRESS _____

CITY _____

STATE _____

Sales Offices: Atlanta, Ga.; Birmingham, Ala.; Boston, Mass.; Chicago, Ill.; Liberty,
Mo.; New Smyrna Beach, Fla.; Somerville, N.J.; Tyler, Tex.; York, Pa.

Stock a supply of these free folders

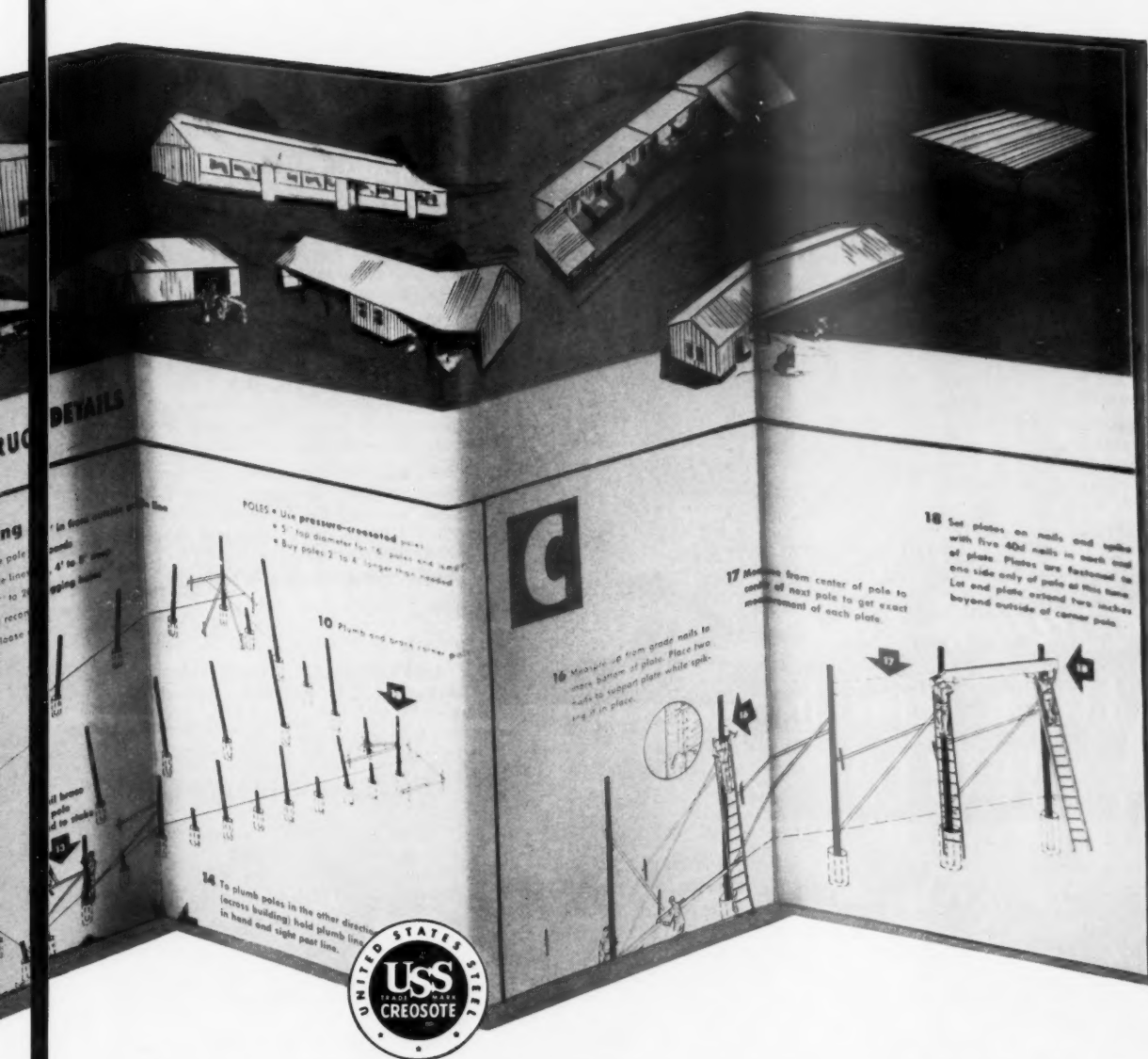


AS YOU KNOW, farmers and ranchers are showing more and more interest in low-cost structures built with pressure-creosoted materials. To help you to capitalize on this interest, United States Steel has prepared the folder displayed here.

Illustrations

This folder contains drawings of pressure-creosoted farm and ranch structures such as range shelters, pole barns, poultry houses, box silos and other units. It explains the many

and sell more pressure-creosoted wood!



advantages and economies to be gained by using pressure-creosoted poles, posts and lumber.

Pole-Type Construction

Special attention is paid to the popular pole-type method of construction. In fact, the folder shows step-by-step construction details of a typical pole-type building that can be erected by ordinary farm labor.

Lumber Available

The folder tells people that you can

supply them with whatever pressure-creosoted lumber is needed for the structures they have in mind.

Two-Way Sales Tool

Stock a supply of these free folders and you'll have a two-way sales tool on hand. First, you can imprint your name and address on the folders and mail them to prospects. Second, you can stimulate further interest in pressure-creosoted structures by giving away folders at your place of business.

—SEND FOR FREE FOLDERS—

Agricultural Extension, Room 2831
United States Steel
525 William Penn Place
Pittsburgh 30, Pennsylvania

Please send me . . . free folders titled
"Build and Save"

Name

Address

County City State

UNITED STATES STEEL

VIRGINIA

LYNCHBURG: The Republic Lumber Co., Inc., recently opened a store here at 349 Rutherford Street. C. Curtis Cheatham is manager of the new firm.

WAYNESBORO: Edwin F. Powell of Richmond is the new manager of the Republic Lumber Co. here.

ARKANSAS

WEST MEMPHIS: Lloyd Martin has been named manager of the

West Memphis Lumber Co. He was formerly with the Kennett Lumber Co. in Kennett, Mo. . . . West Memphis Builders Supply Co. has been re-named the Manning Builders Supply Co. It is owned by H. E. Manning and Paul Manning. . . . Howard Stotts, formerly manager of the Chickasaw Lumber & Material Co., has purchased the Central Lumber & Supply Co.

BLYTHEVILLE: The Mississippi County Lumber Co. has opened its new showroom and home products center.

KANSAS

RUSSELL: Charles Zeman of Beloit has been named manager of the Hardman Lumber Co. yard. Zeman replaces A. J. Kirkendall who resigned to become manager of a Ben Franklin store at Phillipsburg.

McPHERSON: The Church Lumber Co., 325 East Elizabeth, has been purchased by J. Harold Seaberg of Sedalia, Mo. Brick Riley, former owner, has retired.

WINCHESTER: Scott Milroy has been named manager of the Lambert Lumber Co. here. He replaces Paul Gibson who resigned due to ill health.

WICHITA: Henry B. Amsden of the Amsden Lumber Co. was recently elected chairman of the University of Wichita board of regents.

COFFEYVILLE: Kieth Felter of Arkansas City has been named assistant manager of the C & C Lumber Co. here.

MISSISSIPPI

HOUSTON: Couch & Bailey Lumber Co. has moved here from Clarksdale.

CHARTER OF INCORPORATION: Capitol Building Supply Co., Jackson.

OKLAHOMA

HENRYETTA: The Rogers Lumber Co. has closed its business here and sold its building to a wrecking crew.

ALABAMA

BIRMINGHAM: The DeMarco Building Supply Co. recently held open house to celebrate the opening of its new store at 3904 10th Avenue, North. . . . L. R. Davis has joined the sales staff of the Raines Brothers Lumber & Supply Co.

GEORGIA

COLUMBUS: G. W. Mitchell Jr. and Jack B. Key Jr. have opened the Valley Fir and Redwood Co., Inc., at 2601 Morris Road.

• Dealers Send For Information

Price list, panel selector chart and complete information available.



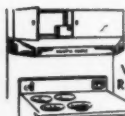
Wing-Line Fit 'n' Finish SHUTTERS



WING-CRAFT
FLEXALUM
VENETIAN
BLINDS



WING-LINE
SHUTTERFOLD
DOORS



VENT-A-MATIC
RANGE HOODS



WING-CRAFT
FLEXALUM
DRAW
DRAPE

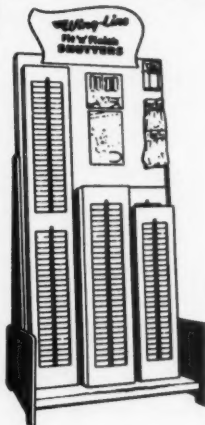


BELMAR
WOVEN WOOD
DRAPIERIES AND
PORCH SHADES

Your profits get a boost when you sell Wing-Line Fit 'n' Finish Shutters. All types of shutter installations — windows, doors, screens and room dividers — can be expertly made with these fine quality, smooth sanded pine movable shutter panels. Simply measure the opening, consult selector chart for correct panel specifications. Complete kits of hardware are available for most standard installations. Easy to follow instructions go with each order.



This attractive shutter display is free with the purchase of only \$94.50 stock of Fit 'n' Finish panels (Retail \$146.75). This stock includes 20 shutter panels: 4/8" x 33", 4/8" x 37", 8/9" x 37", 4/9" x 61". Also 1/ #1 hardware kit and 4/ #2 hardware kits. Display made of heavy Masonite and wood. 77" high, 33" wide, 24" deep. Fits flush against wall. Attractively finished.



The SAM A. WING COMPANY, Inc.
5035 Willis Ave. Dallas 6, Texas

WEST VIRGINIA

FAIRMONT: Brady Meredith has retired from the lumber business.

DELAWARE

BRIDGEVILLE: Fire gutted the Robert R. Layton Lumber Co. warehouse. Damage was estimated at \$150,000 to \$200,000.

FLORIDA

JACKSONVILLE: The Price Lumber and Supply Co. recently held a grand opening in the store at 1930 Cassat Avenue.

PLANT CITY: W. L. Kemp, owner-operator of the Kemp Lumber Co., has purchased the interests of R. J. Miller in the Plant City Lumber & Supply Co. of E. Alsbrook Street.

KENTUCKY

LOUISVILLE: The Louisville Builders Supply Co. has appointed the following men to executive positions: Russell G. Eggo, executive vice-president and general man-

ager; B. M. Starks Jr., vice-president in charge of sales; and J. E. Dilger, assistant general sales manager.

LOUISIANA

SHREVEPORT: Herb Mulford and Charles Lang have joined the staff of the S. P. Weaver Lumber & Supply Co., Inc., 3930 Mansfield Road.

CHARTER OF INCORPORATION: Montgomery Lumber Co., Inc., saw mill, Montgomery.

TEXAS

FLOYDADA: Jim Willson Jr. of Jim Willson & Son Lumber Co. has been elected mayor.

FREEPORT: John Simmons, Simmons Lumber Co., has been installed as the new president of the Lumbermen's Association of Brazoria County.

CARROLLTON: J. F. Siefertal has been named manager of the Foxworth-Galbraith Lumber Co. here. He was formerly employed by the Alexander Lumber Co. in Paris.

HALLETTSVILLE: G. P. Wenckens has opened his new builders supply and lumber yard on Highway 77.

MARSHALL: James Starkey has been named manager of the Temple Lumber Co. here. Starkey served as assistant manager for three years.

GRAHAM: The Morrison-Smith Lumber Co. held the formal opening of its new showroom and offices at 418 Elm Street here recently.

TENNESSEE

BRUCETON: John H. Abbott of Huntington has opened the John H. Abbott Lumber Co. here.

DYERSBURG: A wind-swept fire did an estimated \$150,000 damage to the manufacturing facilities of the Bowen Lumber Co. here.

MEMPHIS: Leach's Custom Home Service, Inc., is now the Thompson Lumber Co.

NORTH CAROLINA

CHARTER OF INCORPORATION: Cook & Broadman, Inc., building materials and lumber, Charlotte.



She loves the
beauty...
You'll love the
Profits



Dixie-Maid Kitchens...

- NATURAL "HONEYTONE" BIRCH AND PASTEL COLORS
- APPALACHIAN HARDWOOD FRAMES
- MORTISE-TENON JOINTS WITH LOCKING GLUE BLOCKS
- PRESSURE-LAMINATED PLASTIC WORKTOPS ON ¾" FIR PLYWOOD
- CHROME-PLATED OR COPPER HARDWARE

...with "Sales-appeal" beauty

Styling and beauty catches her eye . . . craftsmanship and utility keep her interest . . . and Dixie-Maid Kitchens *keep moving* into the most beautiful homes in your community with full mark-up profits for you. The price lets you get more business, too, while maintaining your reputation for quality.

WRITE TODAY FOR THE FULL DIXIE-MAID PROFIT STORY



DIXIE CABINET CO., INC.
MORRISTOWN, TENNESSEE

OBITUARIES

WILLIS P. WADE, 48. Owner and operator of the W. P. Wade Lumber Co., Orangeburg, S. C.

OTIS R. JOHNSON, 60. President of the Union Lumber Co., former president and director of the California Redwood Assn., San Francisco, Calif.

L. L. VAN NEST, 55. Vice-president and general sales manager of the Penn-Dixie Cement Corp., New Rochelle, N. Y.

SPENCER T. LAINHART. Former president of the Florida Lumber & Millwork Assn., West Palm Beach, Fla.

ROBERT A. GROBMYER. Grobmyer Coal, Lumber & Hardware Co., Carrollton, Ky.

ARTHUR D. WICKS SR., 66. Partner in the Wicks-Hickman Lumber Co., Jackson, Miss.

Dealer Sales Films

Two sound-slide films on sales and merchandising techniques are being shown to lumber dealer groups

by sales representatives of the Armstrong Cork Co.'s building products division.

"Low Man on the Retail Pole" deals with the economics of pricing for reasonable profit.

"The ACC Sale" concerns selling fundamentals.

Screening of either or both films may be arranged through Armstrong sales representatives or through the company's district offices.

1967 STYLE HOME

(Continued from page 39)

Foam-backed plastic floor covering, with controlled resiliency and noise-reducing properties, by the Armstrong Cork Co.

"Acrilan" acrylic fiber and nylon chemical textile fibers by the Chemstrand Corp. for upholstery, draperies, clothing, and carpeting of unusual construction.

Electronically-controlled modular bathrooms by the Crane Co., with lavatory, tub, walls, and floor in molded units of reinforced plastics, and climate control center to filter, cool, heat, and scent the air in each room independently.

Decorative safety glass for "stained glass" effects, interior partitions and tables, and Thermopane insulating glass window walls, equal in area to the floor space, by the Libbey-Owens-Ford Glass Co.

Foamed-in-place rigid urathane plastic foam for insulation and structural strength and flexible urathane foam for cushioning furniture and rugs by the Mobay Chemical Co.

New plastic-based exterior and interior paints by the National Lead Co.

Compound curves that are floor, wall, and ceiling of plastics reinforced with Fiberglas by the Owens-Corning Fiberglas Corp.

Mobile dome lighting, panel-essent wall lamps, and wall-to-wall polarized trans-ceiling light panels by Sylvania Electric Products, Inc.

Clocks and timepieces by the United States Time Co.

Remote control entrance door lock and advanced design hardware by the Yale & Towne Manufacturing Co.

Ralph F. Hansen of Springfield, Mass., manager of Monsanto's market development for the Plastics Division, initiated the "House

Mr. Q.C.*

**Makes TW&J
A Dependable
Source of
Well Manufactured,
Seasoned and Graded
Lumber and
Lumber Products**



* Mr. Q.C. (Quality Control) is our name for Lee Moffett one of the best informed Quality Control men in the lumber industry. By rigid inspection of mill production, grading and shipping TW&J assures customers uniform quality in lumber and lumber products.

In Addition

TW&J's **BALANCED LUMBER SERVICE** includes the procurement and distribution of all West Coast lumber products to give the trade true **ONE CALL** service.

For top quality lumber
and lumber products
look to - **TW&J**

TARTER, WEBSTER & JOHNSON, INC.

P.O. BOX 3498
San Francisco 19, California
PRospect 6-4200 Teletype SF 211



of the Future" and is in charge of the project. Architects were Richard W. Hamilton and Marvin E. Goody of Cambridge, Mass. Interiors were designed by V. G. Canzani & Associates of Brooklyn, N. Y. Construction was by Disneyland, Inc. Winner Manufacturing Co., Trenton, N. J., fabricated the reinforced plastic components of the structure.

KITCHEN PROMOTION

(Continued from page 36)

wood cabinets, and other details which the customer may have in mind.

Three problems confront any building material dealer who handles home remodeling jobs, according to Bryan. Two he has solved, and a third remains unsolved.

He explained: "First, the labor problem. Formerly, when we contracted for kitchen remodeling, we turned the entire job over to an outside crew, who completed the job on its time and with its labor. This proved highly unsatisfactory to the customer and unprofitable to us. Omissions, padded payrolls, and unsatisfactory workmanship were hurting us.

"We are convinced that the dealer who contracts for a job has to be wholly responsible for it. We have found that hiring two or three part-time mechanics by the hour to work under our supervision is the most satisfactory arrangement.

"We partners spend about three hours a day checking with the men on each job, supervising labor and inspecting workmanship." Bryan emphasized. "Whoever contracts, according to our experience, must be the overseer. By-the-hour mechanics under our supervision give us better control of materials, labor costs, and finished results."

To meet this responsibility, firm co-partners Bryan and Beck took the 30-day lumber course for retailers in Seattle, Wash., and another in retail building material merchandising, given by industrial experts in the field, at Georgia Institute of Technology, Atlanta. They returned thoroughly equipped to remodel kitchens — from tearing out the old to installing the new, incorporating customer ideas.

Another problem they have suc-

cessfully tackled is in estimating.

"Estimating has to be carefully watched so as not to sell yourself short," Bryan maintained. "Figure on ample materials, cutting losses, and waste. Labor always runs higher than you expect. Figure on a week-and-a-half where you would ordinarily expect it, on tight control, to take only a week. Adding 50 per cent to labor costs, you will discover, is not exorbitant."

Bryan computed the cost of an 8 x 8-foot room at \$4.50 per square foot for construction and installation of cabinets, counter tops, wall

paneling, after unit price had been obtained on a sink.

"The really tough, insoluble problem is getting your customer to put out money for some construction not originally figured on — like replacing rotting wood under a sink or sagging floor boards. That sort of thing often comes to light only after the job has started, so was not included in the original estimate. These costs often discourage the customer, for added indebtedness may be hard to meet.

"Sometimes a customer insists



Be proud of
your home... install

SUN-SASH
LOUVRED WINDOWS

"SIDE-SEAL" Hardware!



Bronze Bearings . . .
eliminate breakdowns,
need no oiling.

Dual Rods . . .
give twice the leverage
for ease of operation

Easy to install . . .
fits any size opening

When building or remodeling, if you really want to add something special think of SUN-SASH louvred windows . . . the modern idea that's sweeping the Country! The handsome look of these extraordinary windows will give your home new PRESTIGE! . . . They'll add luxury and comfort to every room! Ideal for ventilating kitchens, bathrooms, bedrooms . . . or for creating a whole NEW room by enclosing porch, patio, or breezeway! All at surprisingly low, low cost!

• IN STOCK!

• IMMEDIATE DELIVERY!

FOUNDED 1872
BINSWANGER & Co.
INCORPORATED

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• Roanoke, Va.
• Greensboro, N. C.
• Fayetteville, N. C.

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• Florence, S. C.
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• Shreveport, La.

window facts you can turn into profits



Send
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 Free
 Booklet!

Today—home buyers want quality and more builders are becoming quality conscious. Wise dealers are offering quality products! Read how you can increase your sales to builders and make more money by selling the best double-hung wood windows...those equipped with Zegers Dura-seal, the highest quality metal weatherstrip and sash balance. Read how national advertising and local promotion works for you to make Dura-seal equipped windows one of the most wanted mill-work items. Facts and features are all explained in a new booklet just off the press. Be sure to send for your copy of "Today—Quality Sells the Home Buyer." Clip the coupon now!

ZEGERS
Dura-seal

COMBINATION METAL WEATHERSTRIP & SASH BALANCE

LOOK FOR THE NAME ON
 THE METAL WEATHERSTRIP
 OR WINDOW GLASS STICKER



ZEGERS, Incorporated
 8090 South Chicago Avenue, Chicago 17, Illinois

Send new booklet, "Today—
 Quality Sells the Home Buyer"

Name

Firm

Address

that we handle the complete package at one price — wiring, plumbing, and appliance installation included. We can do so by working with the local appliance dealer and local wiring and plumbing contractors. But our regular procedure is to let these specialists handle their own job angles, assuming individual responsibility to the customer for the results," explained Bryan.

Bryan-Beck advertises and arranges for installment financing of home improvements under FHA Title I.

This dealer looks on kitchen remodeling as a vast profit potential for the coming 20 years, due

to the need to restore old residences and sub-standard post-war dwellings for expanding families.

Direct-mail advertising to 5,000 box-holders on star routes in three neighboring counties every three weeks costs the dealer \$400 a mailing. One county is circulated weekly. Results have been excellent in over-all sales and in company promotion, Bryan reported.

Twice-weekly display advertisements in the newspapers, daily advertisements on remodeling in the classified section, and year-round radio spots twice daily, six days a week, are part of their promotion program.



Packaged Kitchens with Slip-Out Panels

SLIP-OUT decorator panels, interchangeable gas and electric cooking units and modular steel cabinets are features of the new packaged kitchens made by the Oakland Foundry Co. of Belleville, Ill.

All drawer and door fronts of the cabinets have panels of laminated plastic finished in birch, limed oak, coral linen, or blue linen. Permanent steel panels in turquoise, yellow, pink, or white are also available.

The cabinet line is modular, and of rust-resistant steel. Drawers have ball-bearing rollers. Doors have magnetic door catches.

Automatic Oakland ovens, 20" or 16" wide (19" or 14" high) have non-frosting observation windows with inside light. In the electric

model, both oven and broiler can be used at the same time. The ovens come as built-in or stack-on models, gas or electric.

Counter and sink tops are optional accessories. Other accessories include hoods, twin-blower ventilators, sink units, including dishwasher and waste disposal, and refrigerators.

Paneled Dutch Doors

Keeping an eye on her children without having them underfoot in the kitchen is a problem most mothers have faced. Here's one solution — a ponderosa pine panel door cut in half. Called a Dutch Door, a shelf

on the bottom half makes a handy serving counter at meal times.

Dutch doors also make attractive, practical front or rear entrances. Youngsters are kept inside while the upper half of the door is left open for ventilation. And housewives can talk to callers without inviting them inside.

These doors are also used effectively on a child's room or playroom. With the bottom half closed, the youngster can be confined without feeling imprisoned.

Ponderosa pine doors can easily be converted to the Dutch style.

OHI HOME SHOW

(Continued from page 34)

of walnut, cherry, oak, maple, gum, and beech. They were made in All-Weather's millwork shop and finished with Water Lox varnish.

This dealer received bids that equalled retail prices for most of the auctioned exhibit products. In many cases, All-Weather salesmen were able to sell bidders up or

down, depending upon their needs and finances, so that the auction device created many extra sales.

Reports Baker, "This show has had great influence in getting Nashville as a whole interested in home improvements and modernization. All lending institutions are doing radio and/or TV spot advertising encouraging home improvements on monthly terms. We got some free advertising for our show by several TV and radio stations. The Chamber of Commerce is all fired up and now is sponsoring the remodeling of an old house to show what can be done by spending a little money to keep property up.

"Our OHI show did something to my personnel. They are more enthusiastic and interested in their work. In return we are getting numerous compliments and additional leads.

"Yes, we are making plans for another OHI show next year, and we will run it as long or longer. I regret that we did not continue the first show for the full month of May. We had already gone to the expense of getting it planned and organized, and it was here on

our property where it possibly would not have cost more than \$600 more to run it for the full month.

"It did not hinder my three salesmen, for if they were not on calls resulting from the show, they were at the show making sales and lining up prospects.

"I heartily recommend such a home improvement show to dealer groups or to individual dealers elsewhere who want to cash in on their biggest sales potential — packaged home improvements."

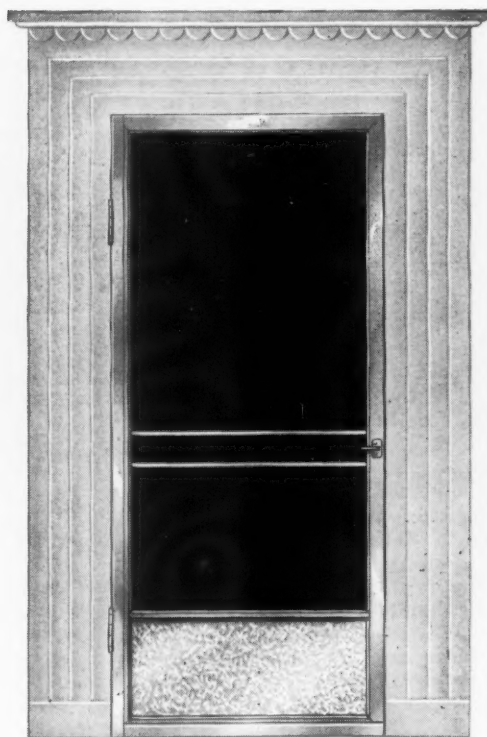
NOVEL WAREHOUSE

(Continued from page 35)

dealers that are 3 to 4 per cent lower than for lumber by-the-piece." He reports that lumber-dealer trucks have been loaded with as much as 2,000 feet of lumber in less than four minutes.

Unit prices also are applied to other building materials, many of them palletized in storage.

Douglass said that the modern



See your distributor or write us about prices; also Z-BAR TYPE DOORS AND SPECIAL SIZES

Jayhawker

ALL-ALUMINUM SCREEN DOORS

CONSTRUCTION: Satin finish extruded frame, sag-proof corners, concealed attached hinges, finger-tip latch with inside lock.

APPEARANCE: Most beautiful.

ECONOMY: Lowest in price, easiest installed.

The Jayhawker comes complete with Expander channel for the hinge side of the door, Expander for the bottom, hinges, latch, two $\frac{3}{4}$ " push bars, all necessary screws, and instructions for jiffy installation.

The side Expander has two 6" piano-type concealed hinges permanently attached in such a way that there is no necessity of even mortising the door jamb. This makes the Jayhawker the easiest to install of all aluminum door screens — self positioning and self aligning. Simply cut the side Expander to length, attach it to the jamb, and slip the door into place. Simple?

The kick plate being reversible, doors may be had drilled ready for the latch and can be hung with either side out eliminating rights and lefts.

Adjustable in width from $\frac{1}{2}$ " undersize to $\frac{1}{2}$ " oversize and in height to 1" oversize.

Standard Sizes: 2'6" x 6'8" — 2'8" x 6'8" — 3'0" x 6'8" — 2'8" x 7'0" — 3'0" x 7'0".

MODERN PRODUCTS, INC.

1032 W. Kansas • McPherson, Kansas

WE TAKE PRIDE

in
our
new
address



• Hobbs Wall Building,
2030 Union Street,
San Francisco

• New phone number . . .
Fillmore 6-6000

HOBBS WALL LUMBER CO.

Hobbs Wall Building,
2030 Union St., San Francisco
Fillmore 6-6000 • Teletype SF-761



Hobbs Wall is Exclusive Distributor for
WILLITS REDWOOD PRODUCTS CO.
A CRA Mill

new distributing yard on a 15-acre tract was established to provide large diversified lumber stocks for quick delivery to supplement Weyerhaeuser carload shipments from Western mills to dealers of the Louisville area.

The 40,000-square-foot warehouse is of all-wood construction. The 110-foot arch-type wood trusses which support the roof may be the longest yet used for any commercial building in the South. They were fabricated at the Longview, Wash., mill of the Weyerhaeuser Timber Company, of which the sales company is a subsidiary.

The roof is cantilevered beyond the walls to provide 24-foot-wide covered loading docks on both sides. Other buildings include the 250-foot-long lumber shed, an office building with a 1,000-square-foot paneled display room and a small second warehouse. Two and one-half acres of hard-surfaced area around the buildings permit easy maneuvering of trucks.

Product brands handled at the new Weyerhaeuser wholesale distributing yard include Weyerhaeuser 4-Square kiln-dried lumber, plywood, particle board and hardboard; Kolorite factory-coated shakes; Nu-Wood insulation board products; Balsam Wool sealed insulation; Andersen Windowwalls; Rimco millwork; General Plywood doors; and Filon Fiberglas building panels.

POLE CONSTRUCTION

(Continued from page 37)

poles are set approximately 6 feet in the ground, 20 feet apart, in three rows that are spaced 45 feet apart. A total of 21 42-foot poles were used.

The trusses, built with splitting connectors, were put together on the job. They were engineered by the warehouse architects, Hall & Colvard of Decatur, Ala.

According to Jack P. Fite, member of the Gobble-Fite family firm, the advantages of a building of pole-type construction are numerous when the handling of lumber and building materials is done with fork-lift trucks.

"As this building is next to our planing mill, we are able to move lumber off the yard into this

building for storage. This always assures us stock to plane, no matter what the weather here on the bank of the Tennessee river. This building also provides storage for dressed lumber.

"Although we have a building-material warehouse with 15,000 square feet of floor area in which the bulk of the materials are stored, our pole-type warehouse helps handle the overflow of such materials as wallboard, plywood, roofing, and other bulk material that our large fork-lift can handle. With it we have unloaded many cars of building material into this warehouse — and later moved them into the regular material warehouse because of its better facilities for loading out trucks."

Fite said that the pole-type warehouse provides cheap storage for light bulky materials that are not palletized, such as insulation and plaster aggregate. These materials and finish lumber are stored on the two-deck balcony at the right side of the pole structure.

This storage area with heavy-duty steps was fashioned of native oak timbers and lumber. The ends and entire side are closed in with V-crimp galvanized sheeting, which is easily applied on the framework of studs and girts.

With one side and one end left open for access and economy, the building requires no artificial lighting. The floor and adjoining yard area have been improved with crushed rock that keeps stock clean and speeds lift trucks.

Finished in December, 1955, Gobble-Fite's pole-type warehouse now looks almost "good as new." The treated poles are destined to last as long as the other materials out of which the structure is built.

The owners are so pleased with the performance as well as the substantially lower first cost of this building, Jack Fite asserted that they would build another pole-type unit when they need another warehouse.

The simple, functional design of pole-type buildings has eye-pleasing qualities. The building can be enclosed or left open at the sides or ends. The roof is completely supported by poles.

Bracing and rafters are nailed or attached directly to the poles. The poles, anchored to the ground, provide an extremely strong and rigid framework. According to the Koppers Co., an auction house

in Baltimore, built of pressure-creosoted poles, withstood Hurricane Hazel's 100 MPH winds which ravaged and destroyed ordinary buildings in that area.

NEW W. VA. STORE

(Continued from page 41)

and shrubby care, and for flower and vegetable gardens. This stock includes small wheelbarrows, hose, shovels, rakes, grass-cutting tools, pruning equipment, and many other items required by garden enthusiasts. In season, some of these items are displayed in front of the building which is back from a main highway.

The Frigidaire electric appliance line, taken on by Gray when the new building was completed, placed the store "in the kitchen," so to speak. Thus, new business was generated in kitchen cabinets, remodeling jobs, floors, and paints, as well as in electric refrigerators, stoves, and laundry equipment.

While Gray's extra drop-in and home-owner business is both profitable and interesting, the bulk of sales goes to new buildings, where orders are fairly large. Company trucks deliver within a 50-mile radius, and phone orders from out-of-town buyers are numerous each day.

One interesting feature of the new facilities is the lumber shed beside the main store building. Enough space is provided inside the yard to allow drive space for trucks beside the shed, which is open at both sides for loading and unloading. The outside drive adjoins a city street, soon to be completed, which will afford even better loading facilities, since buyers may pull off the street into the company drive.

A planing mill on the back of the lot provides service in dressed lumber, sawed-to-dimension pieces, and door and window frames.

The large selling floor invites customer browsing and has promoted increased volume. Virtually all items are priced and displayed so as to assist the customer in waiting on himself.

Stressed in the company advertising theme is the importance of knowing the men with whom one deals. A recent ad carried pictures of Gray and six of his key men, with this message:

"Meet the men who serve you at Gray Lumber Company — your largest and most complete building supply center. Remember it's always best to know the men you deal with — come in and make their acquaintances for there is much to be gained when you personally know the men with whom you do business."

WCLA Lumber Ads Win

The West Coast Lumbermen's Assn. won two top awards recently

in a nation-wide advertising contest sponsored by National Advertising Agency Network. The awards were made on the physical appearance of advertising and the physical appearance of literature, with 446 American and Canadian entries competing.

The winning advertising program was under the direction of Robert E. Mahaffay, advertising and promotion manager of the Portland, Ore., association. Cole & Weber, Inc., advertising agency handling the WCLA account, received the award for the lumber association at the annual NAAN management conference.

Majestic

Building Products

for more profitable SALES



CLEANOUT DOORS



ASH DUMPS



BASKET GRATES



FOUNDATION GRATES



LINTELS



The Majestic Co., Inc.

414 ERIE STREET, HUNTINGTON, INDIANA

UNDERGROUND RECEIVERS



Neat, buried container keeps refuse out of sight—only the lid shows above ground. Convenient foot-pedal operation.

STEEL, CAST, OR DOME DAMPERS



Formed steel or cast-iron dampers designed with the mason in mind. Steel dome dampers for multi-opening fireplaces. All heavy construction, easy to install and operate.

CIRCULATOR FIREPLACE



A heat circulating fireplace that serves as a masonry form. Expedites building, assures perfect operation. Full smoke dome. Exclusive Radiant Blades!

INCINERATORS



Complete indoor disposal of burnable trash and garbage. A full line from low-cost fuelless models to approved fuelled units.

INDOOR or OUTDOOR BARBECUE UNITS

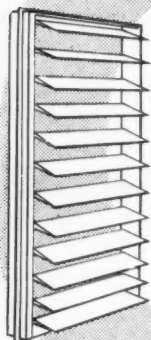
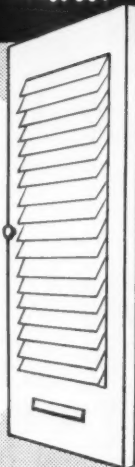


All-metal barbecue units, in a range of styles and sizes for outdoor or indoor custom-designed installations.

Quality design with profit in mind

Tropical products are designed to meet the highest standards yet remain within the price range of all consumers.

Tropical doors are distinctive . . . yet blend in with any architecture and are engineered to every climate.



Tropical Jalousie frames are constructed of heavy extruded aluminum and weather stripped for complete protection.

Tropical Awning window is designed, engineered and produced with the same skill that makes our Jalousie and other products outstanding the world over.



CLIP coupon NOW!

Tropical Awning Window & Jalousie Co.
All-Climate Control Products
7140 N. W. 7th Ave. Dept. SBS-8
Miami, Florida

Name _____
Address _____
City _____ State _____

PERSONNEL TRAINING

(Continued from page 44)

spent as investment in good public relations.

In all his ads, Manager Reinhardt avoids using the "Do-It-Yourself" phrase, because he believes this displeasing to contractors. "Since it doesn't pay him to tackle small jobs, the contractor feels no resentment towards this type of advertising on the part of the supply house. Commonly, the little jobs are channeled to elderly handymen, seeking to supplement social security and pension payments."

Reinhardt woos, however, embryo mechanics by subtly advertising: "Plywood, wallboard, paint, hardware — easily installed by anybody."

Dealer Lewis emphasized that "we feel our advertising for this class of customers actually helps legitimate contractors and builders. It plants the idea in the minds of customers; since many Do-It-Yourself mechanics often get alarmed at the increasing perplexity of a job, they wind up turning it over to a contractor, anyhow. As a result, contractors are now bringing us jobs to finance."

"In such cases," he maintained, "we can arrange and obtain immediate approval of a loan by a phone call on applications of about \$750, thus tying the customer to us at once."

The training program for sales clerks is implemented by an incentive program which offers prizes for tie-in sales. Ten dollars is awarded for the greatest number of accessories sold a customer in addition to his original purchase.

All salaried workers also share in an annual 10-per-cent distribution of profit.

Lewis foots the entire cost of group hospitalization insurance as well as life insurance ranging from \$1,000 to \$5,000 according to employee status.

A weekly sales and devotional meeting is held, during which salesmen relate experiences. Department heads who may be leading laymen in local churches conduct the services.

Recently an ex-Northern builder, unable to find a suitable house plan, was taken to Lewis' drafting room and shown one. The firm's

salesman then took him to see a house built from the plan. Said Shinn: "We got his order at noon. He picked up finished plans and specifications at 3 p.m. We loaned him a transit, and charged him \$75 for the plan and specifications. As a result, he bought all materials from us."

It is standard Lewis policy to refer a customer requiring information of a specialized nature to that salesman who is known to be better informed on the matter.

Three full-time outside salesmen call on contractors and home-builders, serve accounts, take orders, and schedule deliveries.

Wood Pallet Conference

The first annual conference on the manufacturing and distribution of wooden pallets will be held September 10-12 at the State University College of Forestry at Syracuse University, Syracuse, N. Y. Cosponsor of the conference is the National Wooden Pallet Manufacturers Assn., Washington, D. C.

For further information contact the Forest Utilization Dept., State University College of Forestry, Syracuse 10, N. Y.

DAP Is New Name for Sealing Compounds

The recent merger of the Dicks-Pontius Co. and the Armstrong Co., forming Dicks-Armstrong-Pontius, Inc., has led to the development of the new trade-name, DAP, which appears on the company's complete line of putties, and glazing-calking-sealing compounds.



New packaging for the DAP line features simple design and bright red, black, and white colors. This results in a "family resemblance" between all DAP packages.

DAP putties, glazing, and calking compounds are packaged in regular pry-top cans. Dicks-Armstrong-Pontius also includes new DAP compounds especially packaged for Do-It-Yourself buyers.

SILENT SALESMEN



POLYETHYLENE DISPLAYS

Colorful display packages and small-space floor display racks for Kordite polyethylene film are now available.

The patented yellow and black self-dispensing package is designed like a housewife's wax-paper box. The user can pull out and cut off as much sheeting as he needs, while the unused portion keeps clean and dry.

The floor-unit dispenser displays seven rolls of the plastic, each in a different width or thickness, including clear and black. This dispenser provides a cutting bar to prevent waste in the handling of heavy rolls.

Kordite film used in these dispensers features double folding, which saves floor space and permits easier handling. It also has an edge print which marks footage, thickness, and width right on the sheeting itself.

Contact: The Kordite Co., Dept. SBS, Macedon, N. Y.

PINE MOULDING FOLDER

The uses of Western Pine mouldings in design and decoration are featured in a full-color folder entitled "Minding Your Moulding Manners."

The folder shows how mouldings may be used in interiors and exteriors to accomplish special effects such as stressing lines of direction, creating textures and patterns, and adding functional applications. One section shows simple woodworking procedures designed to make moulding installation quick and simple.

The publication is sized to fit No. 10 envelopes for invoice mailings or direct-mail campaigns.

Contact: Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore.

ESTIMATOR CHARTS

New estimator charts enable a dealer to make rough, but safe, quotations on paneling rooms with Marlite. The charts provide a complete figure for materials, including paneling, adhesive, moldings, calking, polish, touch-up, cleaner solvent, and cutting waste.

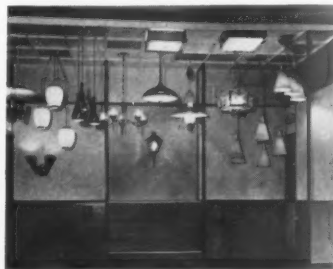
Separate estimator charts for tongue-and-groove planks and blocks and for 4'-wide sheets are also available.

Contact: Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

LIGHTING FIXTURES

Moe Light's new custom-design service tailors a lighting display to the dealer's exact needs. He is provided with complete blueprints, a suggested bill of materials, and a system for arriving at an approximate cost.

Moe Light is also offering new modular showroom units. These are standardized add-on units that can be combined to make any size or shape semi-custom lighting fixture display. Brightly colored panels and perforated hardboard are used in combination with sturdy steel braces.



Both displays show ceiling-hung and wall brackets, and accessory shelves.

Contact: Moe Light Division, Thomas Industries, Inc., Dept. SBS, 410 South Third Street, Louisville, Ky.

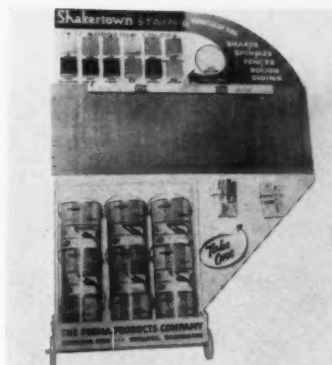
PEGBOARD BOOKLET

"Home Owners' Guide to Masonite Peg-Board Panels and Fixtures" is a 12-page booklet describing various uses of the perforated hardboard panels and their fixtures. The illustrated booklet also includes how-to-do-it information and hints on decorative as well as functional applications of Peg-Board.

Contact: Masonite Corp., Home Service Bureau, Dept. SBS, 111 West Washington Street, Chicago 2, Ill.

STAIN DISPLAY

Shakertown's mobile, self-dispensing stain display not only shows actual stained cedar samples of all



12 Shakertown colors, but carries a 9-gallon inventory in gallon cans.

A part of the display is the factory-stained Shakertown Glumac unit, 46 1/4"-long cedar shake panel with bonded-on, asphalt impregnated insulation backerboard. This helps the customers visualize how the stain will really look.

The self-contained selling unit carries consumer folders and application instructions. It is equipped with wheels and can be moved — fully loaded — easily about a store.

Contact: Perma Products Co., Dept. SBS, 20310 Kinsman Road, Cleveland 22, Ohio.

EXTERIOR LIGHTING

The Artolier Corp.'s new 48-page catalog attractively illustrates a complete line of outdoor lighting fixtures. The catalog includes carriage, post, scroll, wall, and ceiling lanterns, as well as some modern and contemporary styles. Numerous sketches show these fixtures in use.

Contact: The Artolier Corp., Dept. SBS, Lodi, N. J.

NAIL PACKAGES

All sizes and types of Stronghold annular thread and Screw-Tite spiral thread nails are now available in 1-lb. and 5-lb. boxes, packed 50 lbs. to the carton.

The blue-and-red boxes fit com-



Long-Bell BARN POLES

*put more profit
in your pocket*



Demand continues to grow for pole-type jobs for dairy and beef cattle pole barns, for machinery storage, in fact for scores of farm and small industrial operations.

Jobs put up with Long-Bell Pressure-Treated poles last longer, look better, sell easier . . . and put more profit in your pocket.

Manufacturers of these other "lifetime" products —

CREOSOTED SOUTHERN YELLOW PINE & DOUGLAS FIR:
POSTS • POLES • PILING
LUMBER • CROSS ARMS • TIES
WOLMANIZED® DOUGLAS FIR LUMBER
UNTREATED FABRICATED TRUSSES

629 W. Bldg.
Houston, Texas
209 Philord Bldg.
Dallas, Texas
P. O. Box 192
DeRidder, La.

410 T&P Pass.
Station Bldg.
Ft. Worth, Texas
415 New Moore Bldg.
San Antonio, Texas
Leonhardt Bldg.
Okla. City, Okla.



There Is No Substitute
For The L-B Brand

INTERNATIONAL PAPER COMPANY
Long-Bell
DIVISION
KANSAS CITY, MO. • LONGVIEW, WASH.

pactly on shelves or counters. They speed up selling because they save weighing and wrapping. Informative labeling on the top and end of the boxes make the nails almost self-selling.

Contact: The Independent Nail & Packing Co., Dept. SBS, Bridgewater, Mass.

ROLLING DOOR HARDWARE

Five combination display-demonstrator units are available to dealers stocking Washington Line rolling door hardware.

The units include a combination self-service merchandising rack with full display unit, a floor demonstrator on demountable legs, an island display, a wall panel, and a counter installation. All of the units include an actual rolling door installation. Four units have product samples imbedded in fiber-glass display panels.

Contact: Washington Steel Products, Inc., Dept. SBS, 1940 East 11th Street, Tacoma 2, Wash.

REDWOOD OHI USES

The new Redwood Information Chart lists the many home improvement jobs that can be done with redwood and the recommended grade to fit each job.

The easy-to-read wall chart pin-points many uses for redwood such as outdoor furniture, paneling, siding, and shelving. It is the first guide of its kind devoted exclusively to redwood. Copies are free.

Contact: Simpson Redwood Co., Dept. SBS, Room 3125, 235 Montgomery Street, San Francisco, Calif.



MODEL HOMES

Models of the three Women's Congress Houses, which were on display at last year's NRLDA Exhibition, are now available for dealers on a rental basis.

Three sets of these models have been completely refurbished for display in yards, home shows, or other exhibits. The charge is \$50 per week, plus transportation between the

dealer's location and Chicago.

Contact: National Plan Service, Inc., Dept. SBS, 1700 W. Hubbard Street, Chicago 22, Ill.

ADVERTISING NOVELTIES

The Publicity Park line of advertising specialties, business gifts and premiums is illustrated in the Advertisers Publishing Co.'s 1957 catalog.

The 36-page catalog includes housewares, convention items, metal, paint, and auto specialties, with complete price ranges and postal charges.

Contact: Advertisers Publishing Co., Dept. SBS, 844 Wall Street, Ann Arbor, Mich.

NAPF Board Re-elected

The board of directors of the National Association of Plastic Fabricators was re-elected at the association's first annual meeting held recently in New York.

Continuing in their current capacities are: M. E. Soderstrom, Rensselaer, Ind., president; Arnold J. Gold, Baltimore, Md., vice-president; and H. P. Henningsen, Berkeley, Calif., secretary.

Board members are: Robert B. Fuqua, Louisville, Ky.; Alvin Goldhush, Copiague, N. Y.; B. H. Murphy, Forest Park, Ga.; H. M. Snyder, Los Angeles, Calif.; and Lee Trager, Bridgeport, Conn.

NAPF is composed of manufacturers of finished surface covering products using decorative plastic laminate.

Weatherstripping Sells Homes, Institute Advises

Most families living in a home more than 10 years old must face the question of modernizing to upgrade its value for selling purposes, or of making maximum use of the old home in order to stay in it, according to the Weatherstrip Research Institute.

In either case, the Institute pointed out, one of the most neglected phases of modernization is metal weatherstripping. Few homes over 20 years old were weatherstripped when constructed, yet such protection can be one of the strongest points in a home sale.

Modern metal weatherstripping can cut fuel costs in an average home 24 per cent, and reduce window air leakage 85 per cent, saving untold doctor bills for those plagued with colds, throat ailments, and other air-borne diseases.

HOO-HOO Activities

MARYLAND: New officers of **Hoo-Hoo Club of Maryland No. 100** were elected at a meeting at the Park Plaza Hotel in Baltimore. They are: president, Raymond Newcomb; vice-president, Robert Hunt; secretary, Robert Graf; and treasurer, William Derck. New directors include Charles Bacon, Michael Sellner, Raymond Klingmeyer, Roy D. Mayne, and William Wurzberger Jr.

ARKANSAS: Herman D. Thomas, 45541, is the new state deputy snark for Arkansas. Millwork sales manager for Dierks Forests, Inc., he was appointed by Supreme Bojum Charlie Greef of Amarillo. Thomas, Greef, Gurdon Cats, Snark of the Universe Cliff Schorling, and International Secretary Ben Springer recently reactivated the Hoo-Hoo Club at **Hot Springs**, new headquarters for Dierks Forests, Inc.

SOUTH CAROLINA: At their June meeting in Henry's Restaurant, **Columbia** Cats were told of the functions of the Better Business Bureau by Dan Libbey. Bill Hamson was in charge of the program.

TEXAS: **Panhandle Plains Club No. 8** entertained children and wives at the annual family outing at Thompson Park in Amarillo. Bingo, horseshoes, and other games were enjoyed before and after the barbecue supper. One lucky member won funds for his trip to the International Hoo-Hoo convention in Atlanta, September 15-18. On June 1, the Panhandle Plains and **South Plains** clubs enjoyed a joint golf and game dinner meeting at the Plainview Country Club. **Fort Worth Hoo-Hoo Club No. 36** had a first-hand report from David A. McMin at a July 12 dinner meeting on plans for developing the Great Southwestern Industrial District between Dallas and Fort Worth. This 5,000-acre development is aimed to become the most modern industrial community in the nation, providing employment for 142,000 persons.

TENNESSEE: Members of the **Memphis Hoo-Hoo Club No. 92** and their ladies enjoyed a dinner dance at the Colonial Country Club on Saturday, June 29. Nearly 100 persons attended the summer social function.

VIRGINIA: New officers of **Hampton Roads Hoo-Hoo Club No. 154** are: president, Carl Kunzman; vice-president, Bill Charles; secretary, Collye Forbes Jr.; treasurer, Aubrey Sweet Jr. Sixteen Kittens were initiated. Ladies' night was enjoyed at the Waltonian Club on June 27.

Hoo-Hoo Convention Offers Dixie-Type Fun


LUMBERMEN attending the 66th annual convention of the International Concatenated Order of Hoo-Hoo in Atlanta, Ga., September 16-18, will be entertained in real Dixieland style, according to Entertainment Chairman Ed Addison.

Entertainment features will include a Dixieland band show and dinner Monday and a gala "Night at Tara" dinner-dance at the Dinkler Plaza Hotel Wednesday.

Tuesday evening, the convention crowd will enjoy old-fashion Southern barbecue and a square dance at Robinson's Plantation.

The ladies will join the Cats at joint luncheons Monday and Wednesday. These will feature local musical talent and special speakers. Monday's affair will be a Southern style brunch.

The ladies will have a luncheon and fashion show Tuesday.

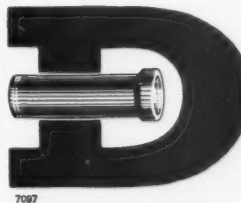
Another good reason why it pays to be a  Dealer



320,000 house sewers in 1956 ... sold by Dickey Dealers

In 1956, Dickey Dealers sold more than 16,000,000 feet of Dickey Perma-Line* Pipe...enough to make house sewers for 320,000 homes. This is 5 million feet more than were sold in 1950 by Dickey Dealers. The purchase of Dickey vitrified clay sewer pipe for permanent, economical and trouble-free house sewers has steadily grown...as have the profits of Dickey Dealers. Add to these profits, those which were made from the sale of record amounts of Dickey clay septic tanks, flue lining, wall coping, and other Dickey products and you can see...it pays to be a Dickey Dealer.

*Registered Trademark



Providing improved sanitation for better living

DICKEY sanitary
salt-glazed
clay pipe

W. S. DICKEY
CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Mo., Meridian, Miss.,
San Antonio, Tex., Texarkana, Tex.-Ark.

If it's made of clay it's good...if it's made by Dickey it's better



Yes—and I'm interested in protecting the investment in my new home. That's why when I built it I asked my contractor to use Wolmanized® pressure-treated lumber. I made sure it was Wolmanized lumber, because I know that only nationally advertised Wolmanized lumber can give my home lifetime protection against termites and rot, and the cost is so low! Too, I am sure of beauty, plus protection, for Wolmanized lumber is not oily and it can be painted to the color schemes I want.



If you're a dealer interested in products with growing profit potentials and markets, write for this booklet. It tells you about Wolmanized lumber, where to use it, where to get it.

Wolman Preservative Dept.
KOPPERS COMPANY, INC.
1456 Koppers Building, Pittsburgh 19, Pa.



Wolmanized®
PRESSURE-TREATED LUMBER

Kaiser Aluminum Forms Five Divisions

The Kaiser Aluminum & Chemical Corp. has divided its aluminum operations into five major divisions, each under a general manager, according to D. A. Rhoades, vice-president and general manager. "The divisional general managers will be directly responsible for all activities within their division," said Rhoades.

The new divisions and their general managers are:

Metals Division, Stanley B. White, including all operations from exploration, mining, and processing of raw materials through the reduction of primary aluminum.

Industrial Division, John E. Menz, responsible for all industrial mill products such as sheet, plate, extrusions, and forgings.

Electrical Conductor Division, J. T. Dugall, responsible for the company's expanded range of electrical wire and cable products.

Overseas Division, Ray G. Boyd, responsible for the manufacture and sale of products outside the continental United States.

Products Division, Howard C. Holmes, including a wide range of finished products such as all foil and foil products including consumer foil and containers; building products, irrigation and petroleum tubing.

Holmes has been with Kaiser Aluminum since 1946. After serving in production capacities at company mills, he served successively as district sales manager at Atlanta and Detroit. Since 1953 he has been assistant general sales manager in charge of field sales offices. Holmes has recently completed six months of volunteer service representing the aluminum and magnesium industries as director of the Aluminum and Magnesium Division of the Business and Defense Services Administration in the U. S. Department of Commerce.

The divisional general managers will be directly responsible to T. J. Ready Jr., vice-president and assistant general manager, who is in charge of all the corporation's aluminum operations. S. S. (Bert) Inch will continue in charge of executive sales activities as vice-president and director of sales.

Jack W. Watson has been named to succeed Menz as general sales manager, with headquarters at Chicago. Located in 49 cities the sales offices will be grouped into six geographic regions headed by regional managers with broad responsibility and authority to provide more direct service to customers.

"During the past 11 years Kaiser Aluminum's sales have grown from less than \$50-million to over \$350-million annually," Rhoades said. "Now a new era of growth lies ahead."

Kordite Sales Agents

The Kordite Co. of Macedon, N. Y., has appointed sales agents in Florida, Georgia, and Texas for its Kordite polyethylene film. This material is used for waterproofing, vapor barrier, and protective covering.

In Georgia, Kordite is represented by the George J. Dinges Co., 1430 W. Peachtree St., N. W., Atlanta.

Kordite's Florida sales agent is Lawrence J. Nataline, 104 Southwest 7th Terrace, Hallandale.

Otto Nachlas and Associates, 1811 Melrose Building, Houston, are Kordite's sales representatives in Texas.

Powers Manages Bird's New Dixie District

A. K. Powers has been appointed sales manager of a new Dixie district formed by Bird & Son, asphalt roofing manufacturer, for the states of Florida, Georgia, and South Carolina. His headquarters will be in Atlanta.

An alumnus of Duke University and the University of Florida, Powers recently has been sales representative in Georgia and northern Florida for Bird. He joined the firm in 1950 after overseas service with the U. S. Army, in which he still holds a reserve captain's commission.

Powers has been in the building materials industry since 1935. He formerly was a salesman for Chase & Co. of Sanford, Fla., and the National Gypsum Co.

Builders, Lenders Push Saving for Home

The National Assn. of Home Builders and the United States Savings and Loan League have launched a joint educational program to foster home ownership and channel increased savings into mortgage investment.

George S. Goodyear, NAHB president, and League President Roy Marr said the cooperative effort was decided upon because the two organizations have a mutual interest in broadening the mass market for housing and in providing new sources of capital to finance home mortgages.

The joint "Save for Your New Home" program will be conducted on a local basis through members of the U. S. Savings and Loan League and the NAHB's 285 local and state associations throughout the country.

The officials of the two organizations said their objective is to promote regular savings for a definite purpose — owning one's own home.

MANUFACTURER NEWS

WILSON, N. C.: The Williams Lumber Co. of Rocky Mount and Enfield has been sold to the **Georgia-Pacific Corp.** Williams did not sell its trade-name, however, and will maintain an office in Rocky Mount.

RICHWOOD, W. VA.: The **Cherry River Boom and Lumber Co.** has purchased a 35,000 lb. fork-lift truck. It is the model which was exhibited at the Southern Pine Assn. meeting in New Orleans recently.

LONGVIEW, TEX.: Sam H. Reid Jr. was named "Man of the Month" for June by the East Texas Chamber of Commerce. Reid is a partner in the **Woodville Lumber Co.**

DAVENPORT, IOWA: The **Aluminum Co. of America's** aluminum sheet and plate plant here is slated for a \$54-million expansion.

INDIANAPOLIS, IND.: **Stewart Industries, Inc.** has appointed the following manufacturers' representatives to sell Kitchen-Aire ventilators and range hoods and Stewart-Aire fans and hoods: E. J. Gibert Jr., 1319 St. Charles Avenue, New Orleans, state of Louisiana; George T. Olson, P. O. Box 1005, Jackson, Miss., states of Arkansas and Mississippi; and the C. W. Lehner Co., 203 Walton Building, Atlanta, states of Alabama, Georgia, and part of Tennessee.

WARREN, OHIO: Frank N. Kautzmann Jr. has been appointed advertising and sales promotion manager for the **Youngstown Kitchens Division of American-Standard.**

SAVANNAH, GA.: The **Union Bag-Camp Paper Corp.** has purchased all of the stock of the Argent Lumber Co. of Hardeeville, S. C. Assets include a saw mill and 42,000 acres of timberlands in Georgia and South Carolina.

ATLANTA, GA.: The **Olin Mathieson Chemical Corp.** has opened its district sales office for Olin Aluminum at 1330 West Peachtree Street here. First such district office in the nation, the office will be sales headquarters for Olin Aluminum in Alabama, Florida, Georgia, North Carolina, South Carolina, and eastern Tennessee. John C. Spencer is district sales manager.

NEW BRITAIN, CONN.: The **P. & F. Corbin Division of the American Hardware Corp.** has transferred Thomas McGuiness to the firm's Virginia, West Virginia, District of Columbia, and Maryland territory. He replaces Milton Stoughton who will retire January 1, 1958. P. & F.

Corbin has also transferred Ezra Craig to Delaware, eastern Maryland, southern New Jersey, and part of Pennsylvania; and William O'Daniel to North and South Carolina.

BURBANK, CALIF.: Charles V. Walker, president of **T. V. Walker & Son, Inc.**, recently spent a month in Europe. Of prime interest to him was a comparison of the foreign homes being built with the indoor-outdoor American type of architecture which utilizes the sliding glass door. Walker attended the International Rotary convention in Lucerne, Switzerland.

ARDMORE, PA.: The **Bestwall Gypsum Co.** has appointed Bradford Hollingsworth to the position of industrial engineer. O. F. Grieve is the new production manager.

BROOKLYN, N. Y.: Samuel Bomse has been appointed assistant general sales manager of **Kentile, Inc.** Bomse has been with the company 30 years.

DOVER, OHIO: **Marsh Wall Products, Inc.**, plans to build two additions to its factory buildings here. The additions will total 17,000 sq. ft.

NEWBURGH, N. Y.: John Thorpe has been promoted to assistant sales manager, Eastern division, **Mastic Tile Corp. of America.** He was previously sales representative for Virginia, Maryland, District of Colum-

bia, Florida, and Pennsylvania.

CHICAGO, ILL.: Richard L. Bullock has been appointed commodity advertising manager for the **U. S. Gypsum Co.** He was formerly on the editorial staff of the firm's publications department.

MANSFIELD, OHIO: W. B. Creech has been named manager of the newly-created **Westinghouse** appliance service division, with headquarters here. Creech was formerly manager of major accounts.

IRONTON, OHIO: Jack M. Dollenmaier of Huntington, W. Va., has been elected to the post of vice-president in charge of marketing and sales for the **Kyova Fiber Pipe Co.** here.

BALTIMORE, MD.: James C. Terrell has been appointed sales representative for **John W. Masury & Son, Inc.** He will cover Virginia and part of West Virginia.

CINCINNATI, OHIO: The **Philip Carey Mfg. Co.** has appointed Robert F. Turner to the newly-established position of merchandising manager of applicator sales. Turner has been with the company since 1934.

EASTON, PA.: The **Weller Mfg. Co.** and the **Weller Sales Co.** have been merged into the **Weller Electric Corp.**, with Carl Weller as president. All production, sales, and administrative operations will be centralized

HERE ARE DFPA'S REGIONAL PLYWOOD MANAGERS



TAYLOR

NYSTROM

GLOVER

ROBISON

The men pictured above now serve as regional managers following the reorganization and expansion of the field department of the Douglas Fir Plywood Assn. Stanley A. Taylor is the new assistant field promotion director. He serves simultaneously as regional manager in Tacoma, Wash. Paul Nystrom, a licensed civil engineer, is regional manager in Washington, D. C. Herman Glover was DFPA representative in Tampa prior to his appointment as regional manager in Dallas. W. T. Robison, new regional manager in Atlanta, was with the Tennessee Agricultural Extension Service until joining DFPA in 1951. DFPA has a total of 34 men on its field staff.

here. New facilities will be erected later this year.

ATLANTA, GA.: W. L. Woodward has been appointed district manager of the **U. S. Gypsum Co.**'s Southeastern industrial district, with headquarters here. Woodward joined USG in 1951.

WEST NYACK, N. Y.: **Grant Pulley & Hardware Corp.** has opened a new plant here, which will become the firm's manufacturing and sales headquarters. The plant now occupies eight acres of a 28-acre site.

ARDMORE, PA.: J. R. Johnston has been elected a director of the **Certain-teed Products Corp.** Johnston has been a vice-president of the company since 1953, and its controller since 1948.

PC Presidents Meet

The 36th annual convention of the Producers Council, Inc., and conference of PC chapter presidents will be held September 25-27 at the Brown Hotel in Louisville, Ky.

Weyerhaeuser Sales Co. Cited for Safe Work

The Weyerhaeuser Sales Co. won special recognition recently from its compensation insurance carrier. The St. Paul concern rang up a total of over 6½-million consecutive man-hours in the past six years without a single lost-time injury. Within this same period the company's field salesmen covered more than 15-million road miles free of lost-time accidents.

R. S. Douglas, vice-president and general manager, received the engraved plaque for the Weyerhaeuser Sales Co. from E. A. Schoenrock, safety engineer for Employers Mutuals of Wausau, Wis.

10-Year-Old Alabama Firm Is World's Largest Maker of Aluminum Windows



FROM SEVEN EMPLOYEES in a tiny former battery building to 500 employees in 25 buildings — and world leadership in production of aluminum windows. That is the 10-year history of the Southern Sash Sales and Supply Co., Inc., with headquarters in Sheffield, Ala.

New and old uses of aluminum materials are found in the new lobby of this firm's Sheffield office building, as seen above. The entrance doors are of heavy, extruded aluminum. The interior walls are of light-reflecting aluminum siding. Aluminum doors to inside offices are framed in bright sheet alumi-

num. Honey-comb patterned sheet aluminum forms a sub-ceiling below fluorescent fixtures to diffuse the lighting.

Now manufacturer and distributor of Ualco aluminum windows and Sashco wood windows, screens, and building products, Southern Sash began as a building material retail firm. Soon it had taken on several wholesale accounts. Then came Ualco aluminum windows and the post-war popularity of aluminum windows.

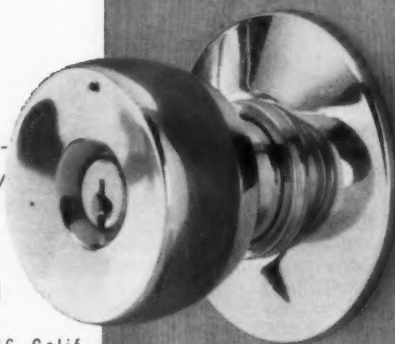
Southern Sash was recognized in 1950 as the world's largest manufacturer of aluminum casement win-

*the pace-setter
in modern building*

CHALLENGER

QUALITY LOCKS FOR ALL TYPES OF CONSTRUCTION

CHALLENGER LOCK CO. INC. 4865 Exposition Blvd. Los Angeles 16, Calif.



dows. In 1953, the company became the world's largest manufacturer of aluminum windows of all kinds. Now *Sweet's File* catalogs 20 types of Ualco windows for residential, commercial, and industrial buildings, including two curtain-wall systems.

Ten years ago, the officers of Southern Sash Sales and Supply Co., Inc., were E. H. Darby, president; John Darby, vice-president; and J. C. Darby, secretary-treasurer. As Southern Sash celebrates its tenth anniversary, they still hold these positions.

Southern Sash now has warehouses and sales offices in Canton, Ohio; Hialeah, Fla.; Van Nuys, Calif.; Montgomery, Ala.; Huntsville, Ala.; and Elizabeth, N. J.

Ruberoid Expands

In integrating roofing manufacturing operations at its Savannah, Ga., plant, the Ruberoid Co. installed a new Black-Clawson single cylinder machine for the production of roofing felt and kindred grades. It is designed to produce three-width roofing felt in weights ranging from 25 to 75 pounds per 480 square feet.

Formerly a saturating and converting plant, the Savannah operation is now producing the felt grades needed for Ruberoid's own converting operations. Felt previously utilized by the Savannah plant was produced at Ruberoid mills in Gloucester, N. J., and Mobile, Ala.

Aluminum Window Mfrs. Have Long Island Office

The Aluminum Window Manufacturers Assn. has established its own offices at 45 North Station Plaza, Great Neck, L. I., N. Y. John P. Jansson, executive vice-president, said that the move was made to provide better service to AWMA members and the entire building industry.

Jansson, Edward F. Kelly, administrative secretary, and other staff members are now located in the Long Island offices. Herbert S. Blake Jr., association legal counsel, will continue to practice from the former AWMA address in New York City.

The Aluminum Window Manufacturers Assn. is now publishing an expanded newsletter. Designed to provide architects, builders, dealers, and others with the latest and most complete information on the aluminum window industry, the publication will be issued quarterly. Copies are available through John Jansson at the above address.

American Screen Firm Moves to Illinois

General offices of the American Screen Products Co. now are located at 61 East North Avenue in Northlake, Ill., 12 miles northwest of Chicago. Administrative, sales, engineering and design headquarters are located at this new address.

Formerly headquartered in Miami, Fla., the American Screen Products Co. is said to be the nation's largest manufacturer of finished aluminum screens. It also produces Har-Vey hardware for sliding and folding

doors, and screen and storm sash components.

John D. Foskett is president of American Screen Products, and Richard W. Winters is vice-president in charge of sales. Substantial gains in door hardware and component sales were reported by Winters at an agency-management conference in the new Northlake offices.

The Metal Screen Corp., a Miami subsidiary, makes finished aluminum screens and screen and storm sash components for the Florida and Latin-American markets. Metal Screen occupies the former general offices and main plant in Miami.



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Don't hold back extra sales and profits any longer . . . call Dr 7-6404 right now for any of these volume building lines . . .

Formica
Larch
Flush Doors
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Shutters
Mahogany
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Sugar Pine

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Douglas Fir
Jalousie Doors
Louver Doors
Window Units
Screen Doors
Fir Doors

Awning Windows
Ponderosa Pine
Metal Mouldings
Douglas Fir Plywood
Mahogany Plywood
Marlite Wall Panels
Cypress Wall Paneling

White Pine Package Trim
Douglas Fir Mouldings
Cedar Shakes and Shingles
Knotty White Pine Wall Paneling
Mahogany Wall Paneling
Door & Window Frames
Disappearing Stairways
Architectural Windows

The South's oldest wholesaler & jobber of building materials



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P. O. BOX 964 ATLANTA 1, GA. DR 7-6404

McQuay Makes Chimneys

McQuay, Inc., Minneapolis manufacturer of heating, air conditioning, and refrigeration equipment, is now producing prefabricated chimneys.

The firm's new package chimney division is headed by Paul C. Van Alstyne, formerly general manager

of the Van-Packer Corp. of Bettendorf, Iowa.

Byron E. James, formerly executive vice-president of McQuay, recently was elected president, following the death of Roy J. Resch.

Weatherstrip Firm Marks 50th Birthday

While working for an architectural firm in St. Louis, Mo., in 1907, Alfred M. Lane realized the need to make windows and doors tighter to stop heat loss and infiltration of dust, but without causing them to bind. With the help of Mrs. Lane and several friends he designed a metal weatherstrip and machines for its manufacture.

Out of this evening enterprise in a stable at the rear of the Lane home, the Monarch Metal Weatherstrip Corp. began in 1907. The growth of this firm is detailed in a brochure marking its 50th anniversary this year.

In 1913, John A. Goellner was hired to build five new machines of his own design. He stayed with the firm and is now its president.

A highlight in the phenomenal growth of the Monarch Metal Weatherstrip Corp. was the development during the mid-'30 depression years, of a process and equipment for manufacturing weatherstrip from aluminum. The new product, named MetaLane, has proved to be sensationally successful.

Present officers of the firm, in addition to President John A. Goellner, include A. Naughton Lane, vice-president and sales manager; Harry C. Albrecht, secretary-treasurer; James R. Lane, assistant secretary-treasurer; Al. A. Goellner, sales engineer; William J. Schubert, sales correspondent, and Peter R. Eisler, plant superintendent.

Nicely Heads Southern Sales of Steel Spans



W. H. NICELY, above, has been appointed Southern division sales manager of the Cuckler Manufacturing Co. of Monticello, Iowa. From Memphis, Tenn., "Pete" Nicely will handle the sale of Cuckler Steel Span frames for the 10 Southern states.

Nicely formerly was with the Fischer Lime & Cement Co. in Memphis, where he has long been active in the building material industry.

Cuckler's rigid Steel Span frames are sold exclusively through lumber and building material dealers. They permit dealers to sell a complete line of Steel Span buildings for commercial, industrial, institutional, and farm uses.

BRI Plastics Meeting Set for Sept. 17 in St. Louis

Plastics for roof construction is the theme of the Building Research Institute plastic study group meeting, Sept. 17 and 18, 1957, at Washington University, St. Louis, Mo.

The first day will be devoted to reports of plastic materials used successfully throughout the country in practical applications. The second day will feature a tour of the new Monsanto Chemical Company's inorganic chemicals laboratory in St. Louis which used more than 80 different applications of plastics materials in its construction.

The meeting will be open to the construction industry, architects, engineers, and others interested in the development of plastics as building materials.

ANCO PALLET TRUCKS
TRADE MARK

Handles . . .

- 10 BAGS OF CEMENT
- 8 BAGS OF PLASTER
- 13 BAGS OF MASONRY CEMENT, ETC.

Pallet Trucks

NOT A SHAB IN A BAG IN A CARLOAD

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Anthony TRUCK CO.
PADUCAN, KENTUCKY

DURHAM'S Rock Hard WATER PUTTY

WILL NOT SHRINK STICKS AND STAYS PUT

Here's the one that WON'T SHRINK

This modern plastic in powder form makes lasting repairs in tile, wood or plaster. Pays dealers a bigger profit. **SELLS BETTER** because it **WORKS BETTER.**

DONALD DURHAM COMPANY
Box 804-0
Des Moines, Iowa

Most dealers report: "Our sales of Durham's Rock - Hard Water Putty keep doubling, year after year." What's more, Durham's Rock-Hard Water Putty gives you by far the best profit margin on any product of this nature. Use it yourself, and you'll quickly see why it sells so fast, and repeats so regularly. Many patching materials may shrink, fall out or chip off. Durham's Rock-Hard Water Putty does not shrink. Absolutely not. It sticks and stays put. You can saw or chisel it, paint or polish it to a velvet smooth finish. Easy to use. Keeps indefinitely. So economical. Just mix with water as needed. • Packed twelve 1-lb. cans or six 4-lb. cans to case. Keep some of each on display. Available in 25, 50, 100-lb. drums for industrial users. Order from your jobber.

The PLASTIC Repair Material in POWDER Form

Wells Buys Kelleher Co.

The Kelleher Co., Detroit, Mich., has been purchased by the Wells Aluminum Corp., North Liberty, Ind.

All fixtures, equipment, and materials of the Kelleher Co., manufacturer of Kelco aluminum jalousie windows and doors, will be moved to North Liberty. Kelco jalousie units, together with several new products, will be marketed under the name Kelco Division of Wells Aluminum Corp.

To provide for the expanded operation, the Wells Corp. recently completed a plant addition totaling 50,000 square feet of manufacturing space.

HELPFUL LITERATURE

LUMBER HANDLING. Applications of high-capacity fork-lift trucks and straddle carriers in the lumber industry are shown in a 16-page pocket-size booklet available from the Clark Equipment Co., Industrial Truck Division, Dept. SBS, Battle Creek 41, Mich.

TORCH TAPE. The Twinsburg-Miller Corp., Dept. SBS, P. O. Box 207, Twinsburg, Ohio, offers a brochure entitled, "Glasfab Brand Torch-Tape." The brochure gives manufacturers specifications, a coverage chart, and describes Glasfab's fields of application in detail.

BUILDING INSULATION. "Vermiculite Loose-fill Building Insulation" has been revised and re-issued. The booklet includes reference to the new Federal specifications HH-I-585 covering vermiculite. Vermiculite Institute, Dept. SBS, 208 South La-Salle Street, Chicago 4, Ill.

ROOF DECKING. An eight-page brochure titled "K & M Insulpanel" describes methods of using Insulpanel for modern roof decking in residential and industrial construction. Keasbey & Mattison Co., Dept. SBS, Ambler, Pa.

INSULATION METHODS. The Owens-Corning Fiberglas Corp., Dept. SBS, National Bank Building, Toledo 1, Ohio, has published a 12-page brochure describing proper methods of installing insulation. It is called "Why . . . Where . . . How . . . to Insulate to Make Comfort a Sales Feature."

ALUMINUM WINDOWS. Stanley Building Specialties Co., Dept. SBS, 1890 N. E. 146th Street, North Miami, Fla., offers "Stanley Aluminum Jalousie Windows" and "Stanley Aluminum Horizontal Sliding Windows." The four-page folders describe features, installation, and specifications, with detailed drawings.

ALUMINUM SCREENS. The Southern Sash Sales & Supply Co., Inc., Dept. SBS, Sheffield, Ala., offers a four-page folder giving details of Sashco swing-out and tension aluminum screens, and Ualco extruded and rolled aluminum frames.

ASBESTOS ROOF SHINGLES. A detailed 16-page manual on the application of all types of asbestos-cement roof shingles is offered by the Asbestos-Cement Products Assn., Dept. SBS, 509 Madison Avenue, New York 22, N. Y.

INSULATION COSTS. "How Mineral Wool Insulation Reduced Builders' Costs in the Air-Conditioned Village" contains careful data taken

at the air-conditioned village in Austin by Prof. John R. Watt of the University of Texas. National Mineral Wool Association, Dept. SBS, 2906 Americas Building, Rockefeller Center, New York 20, N. Y.

LU-RE-CO HOMES. "Successful Lu-Re-Co Homes" contains plans and sketches of 10 outstanding homes chosen from many built throughout the country by the Lu-Re-Co system. National Plan Service, Dept. SBS, 1700 West Hubbard Street, Chicago, Ill.

1957 YEARBOOK. The annual roster published by the National Association of Commission Lumber Salesmen, Inc. is now available. N. A. C. L. S., Inc., Dept. SBS, 3909 Olive Street, St. Louis 8, Mo.

HOUSING FOR THE ELDERLY. The Federal Housing Administration has published a compact booklet outlining FHA's mortgage insurance programs to help provide home ownership and rental quarters for older persons. "Housing for the Elderly" costs 15c a copy. Superintendent of Documents, U. S. Government Printing Office, Dept. SBS, Washington 25, D. C.

KITCHEN BOOKLET. Youngstown Kitchens Division of American Standard, Dept. SBS, Warren, Ohio, has revised its specifications booklet. The 16-page reference covers the firm's full line of kitchen products, with dimensional details.

LOCK CATALOG. Welch Brothers Lock Co., Dept. SBS, P. O. Box 77, North Chicago, Ill., has issued an easy-to-use catalog showing their complete line of locks, latches, and builders hardware. Complete specifications with dimensions, finishes, and styling are included.

Helpful New Books

"Masonry Simplified"

Volume II of *Masonry Simplified* — *Practical Construction* has been revised by J. Ralph Dalzell and Gilbert Townsend. Companion book to "Masonry Simplified — Tools, Materials, Practice" by the same authors, this book explains every step in unit masonry.

Construction processes are illustrated in great detail, and trade mathematics are reduced in the instructions to simple arithmetic calculations. The latest practices in the use of concrete blocks, brick, tile, and stone are explained.

Proven methods of handling such new products as glass blocks, insulating blocks, and waterproofing compound also are detailed.

Containing 438 pages with index, the new revised edition of *Masonry Simplified* — *Practical Construction* costs \$4.95 from the American Technical Society, 648 East 58th Street, Chicago 37, Ill. It includes completely new chapters on "Building with SCR Brick" and "Maintenance, Repair and Improvement."

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Add \$1.50 per insertion for blind ads bearing box number. Replies provided without additional charge.

All ads for classified section must be in publication office on the 18th day of month preceding date of publication.

Advertisements are set in uniform type of this size. No cuts or special borders allowed. Mail ad copy to:

SOUTHERN BUILDING SUPPLIES
806 Peachtree St., N.E.
Atlanta 8, Georgia

REPRESENTATIVE WANTED

Commission representatives wanted to sell Pruden Steel Building Frames to lumber dealers. Market potential unlimited. Unique design features clear span construction to 40, 50 and 60 feet. Frames combine with roofing, siding, hardware and lumber already in stock to answer lumberman's need for a low cost, post-free, easily erected profit-maker. Write today for details. PRUDEN PRODUCTS CO., DEPT. SBS, EVANSVILLE, WISCONSIN.

A leading manufacturer of aluminum building products has openings for young and aggressive representatives who are experienced with the building material trade. Top commissions and protected territories if you can qualify. Write all details to Box 86, care SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street, N.E., Atlanta 8, Georgia.

SALESMAN WANTED

Experienced salesman wanted for wholesale building material firm in medium large mid-western city. Company carries complete line of stock building products and millwork, selling exclusively to lumber yards. Business has been established for many years. Substantial salary, expenses and automobile furnished. Ages 30 to 50 may apply. Experience in this field is necessary to qualify for position. Please be explicit in stating references. Box 83, care SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street, N.E., Atlanta 8, Georgia.

SALESMEN — SCREEN DOORS

Live wires in all territories to sell a hot selling "All-aluminum" screen door complete with hardware as low as \$13.72. Representatives who mean business can clean up fast. Full co-operation and territorial protection on reorders; highest commissions. Write us about your operations.

FLORIDA WINDOWS, INC.
P. O. Box 425, Hollywood, Florida

TELEGRAM

ATTENTION: Distributors
franchises Now available
in Choice territories...
RAYNOR Overhead Doors

three big Reasons Why
it's so profitable to be
a RAYNOR distributor

1 A COMPLETE LINE OF QUALITY DOORS



Residential

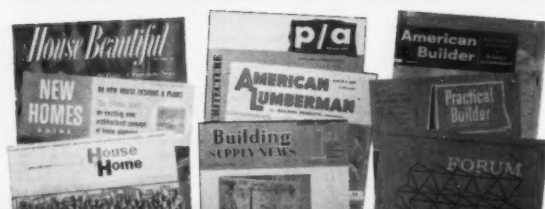


Commercial



Industrial

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RAYNOR Manufacturing Company
Dept. SB-1
Dixon, Illinois

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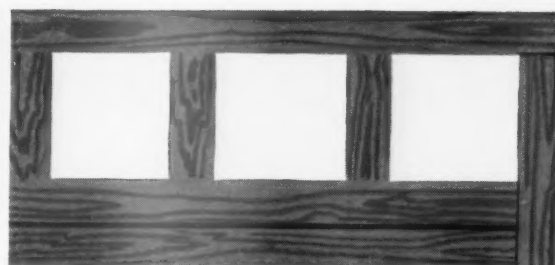
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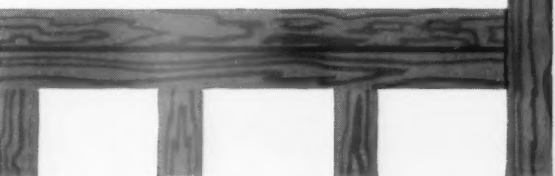
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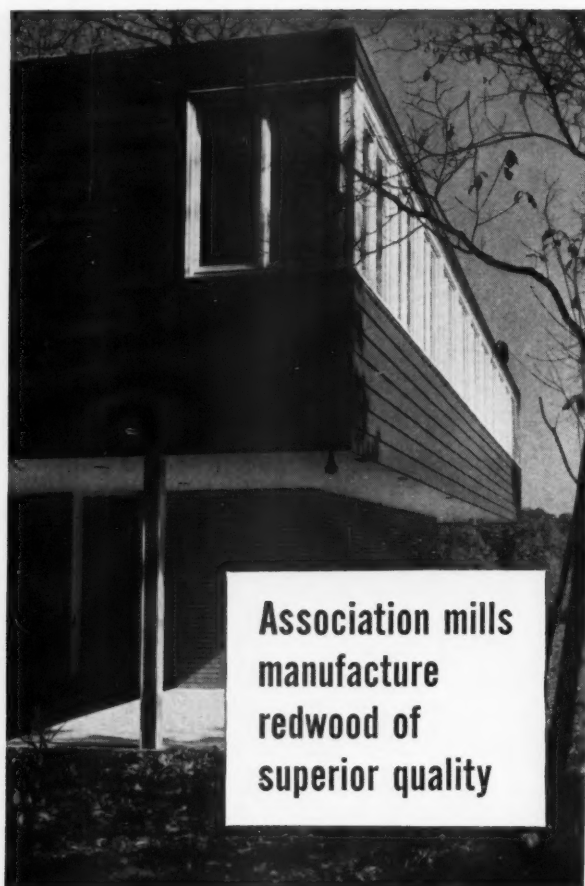
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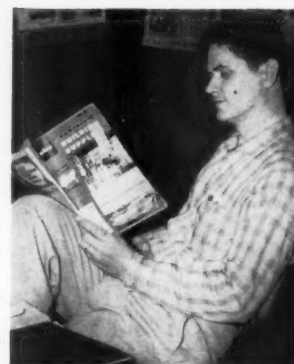
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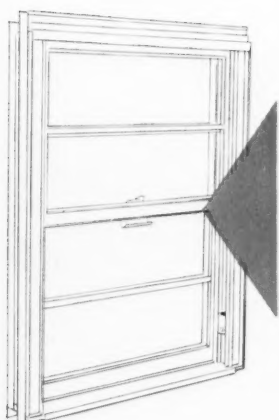
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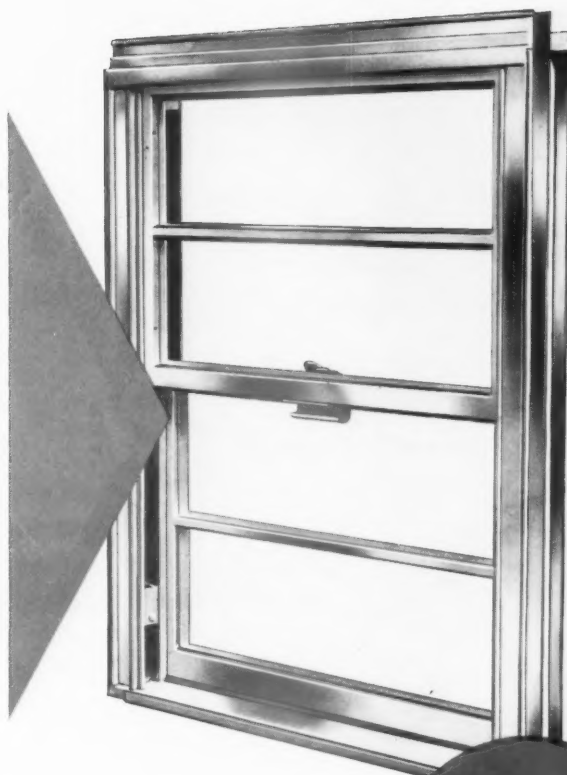
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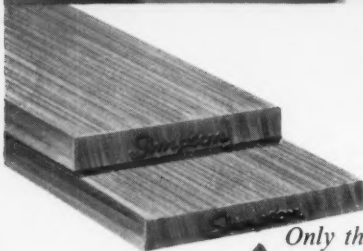
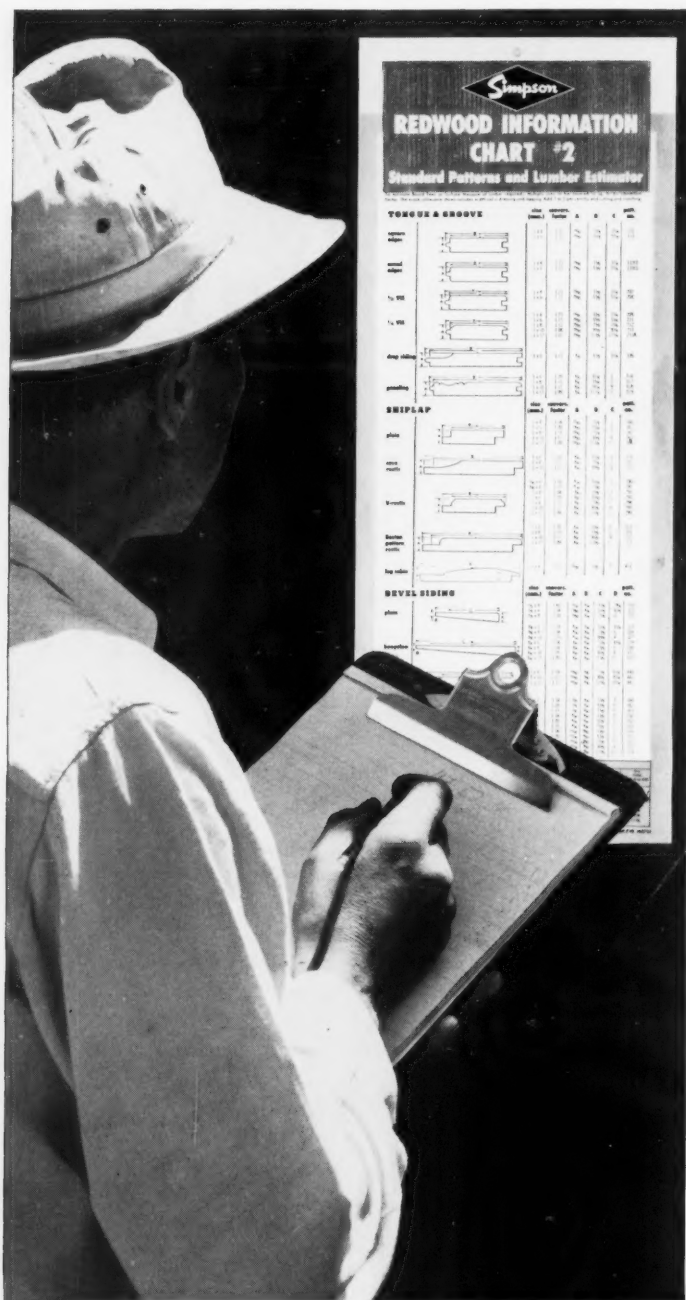


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